

R E
V E
S
MODERN
PACKAGING



MAY 1935

GOOD PACKAGE DESIGN

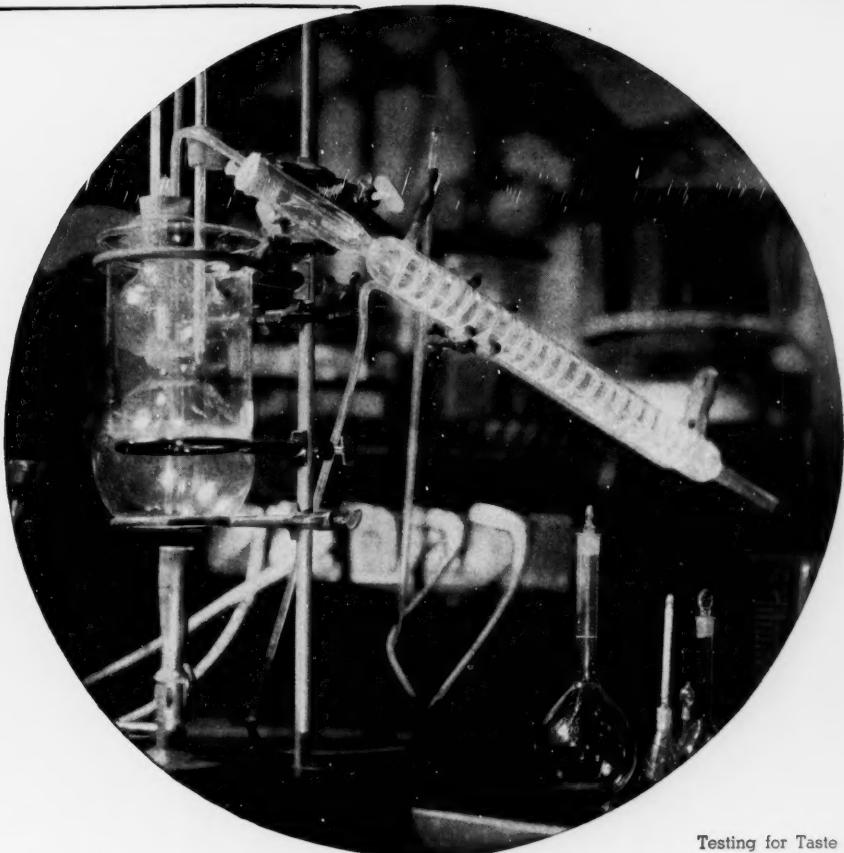
Magnifies



ANYTHING YOU DO TO CREATE THE "EFFECT" THAT YOUR PRODUCT IS A BETTER BUY, MUST REACT TO INCREASE YOUR SALES. WE ARE PREPARED TO SHOW YOU HOW TO MAGNIFY YOUR PRODUCT'S ATTRACTIVENESS... IN ORDER TO MAGNIFY YOUR SALES.



BROOKS & PORTER, Inc.
CREATIVE STYLISTS AND
MANUFACTURERS OF
FOLDING CARTONS, COUNTER
AND WINDOW DISPLAYS
304 HUDSON STREET, NEW YORK



Testing for Taste

COMPO

"COMPO" means the rubber composition gasket in a Phoenix Metal Cap. But, it means more . . . much more! It means the **positive seal** of a glass package. It means the **protection** of flavor and purity of a food product . . . **your** product. Every batch of Phoenix Compo is laboratory tested for odor, taste, resistance to temperatures, long life and sealing efficiency. It must be right . . . it **is** right.

PHOENIX METAL CAP CO.

2444 W. SIXTEENTH ST., CHICAGO :: 3720 FOURTEENTH AVE., BROOKLYN



PHOENIX
COMPO CAP



MAY 1935

VOLUME 8 NUMBER 9

MODERN PACKAGING

WITH WHICH IS COMBINED PACKAGING ARTS

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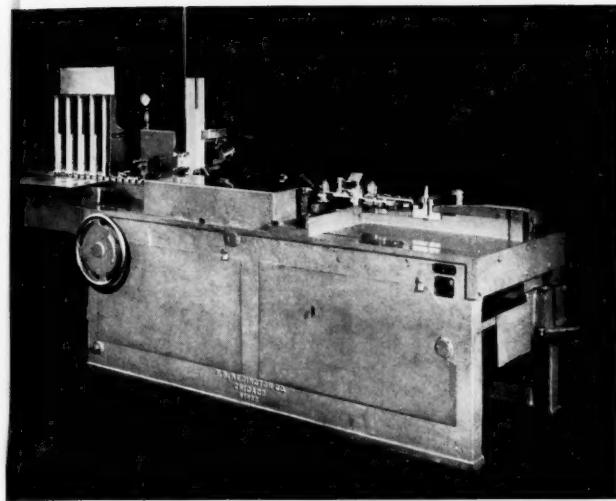
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REDINGTON *Continuous Loading*

CARTONER HANDLES DIFFICULT JOB



ADJUSTABLE—In 10 minutes this REDINGTON Cartoning Machine can be adjusted to handle either the 4 or 5 blade carton. A skilled mechanic is *not* needed.



FAMOUS
This famous carton is known the world over from New York to Singapore.



5 BLADES
are loaded in this famous carton. Another type holds 4 blades.



RUGGED CONSTRUCTION

Our engineers insist upon rugged perfection of construction to stand up under the terrific operating speed.



BALANCED DESIGN
Another important factor is perfect balance of design. Other machines would "crack" under the speed—not Redington's.

for American Safety Razor Corp.

THE new Redington Continuous Loading Cartoning Machine for Gem Razor Blades is making an outstanding record for high speed, continuous and therefore efficient operation. It is quickly adjustable—automatically counting and cartoning both their four and five blade packages with smooth, seemingly effortless speed (in excess of 175 per minute)—and at a lower cost.

Perfect balance in design makes this amazing speed possible. Rugged perfection of construction combined with the exclusive Redington feature—loading cartons at one-fifth the operating speed—is assurance that this speed will be maintained efficiently for many years to come.

The machine is *remarkably smooth and quiet*. It is unusually accessible, too—easy to get at for oiling, cleaning and repair. Any cartoned product—bottles, jars or collapsible tubes—in glued or tuck end cartons—can be handled. Truly, "*The Most Complete and Perfect Cartoner Yet.*" Full details without obligation but may we have a sample of your product first?

F. B. REDINGTON CO. (Est. 1897)

110-112 So. Sangamon St., Chicago, Ill.

REDINGTON
Continuous Loading
CARTONING MACHINES



SHORT COUNT DETECTOR

This almost human device detects and eliminates a short stack instantly. You get a full count every time.



SKIP CARTON STOPPER

Redington stops the feeding of cartons into empty pockets with an ingenious skip carton device. The possibility of shipping empty cartons is practically nil.



SPEED—

175 per minute is Redington's guaranteed operating speed on this job. It's doing even better than that in the factory!



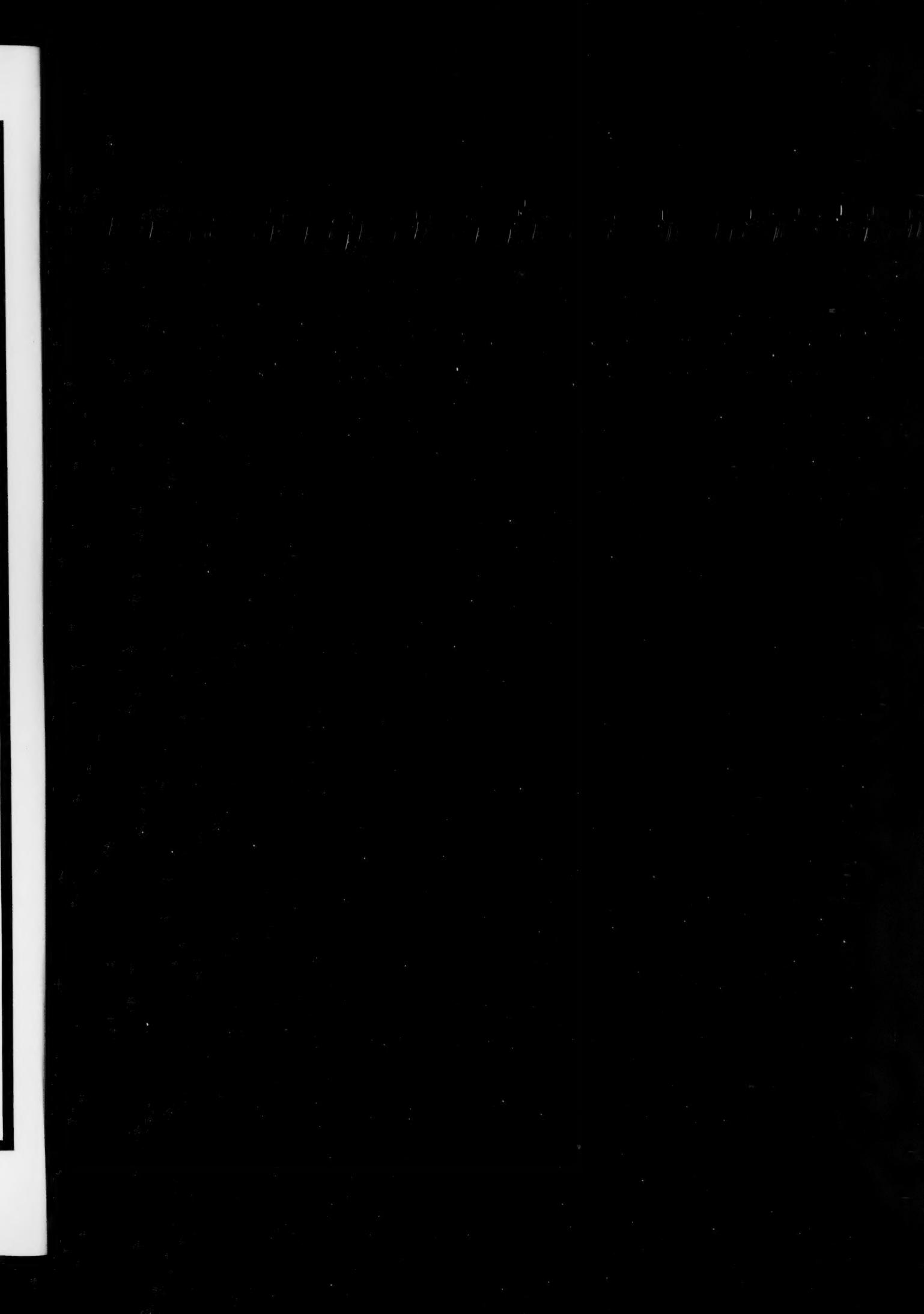


WATER OIL GREASE

KVP GENUINE VEGETABLE PARCHMENT

SAFE!

KALAMAZOO VEGETABLE PARCHMENT CO.
PARCHMENT (KALAMAZOO COUNTY) MICHIGAN





BEN BURK INC.

Again CHOOSES PNEUMATIC FOR

OLD MR. BOSTON GIN



BY INSTALLING A COMPLETE PNEUMATIC UNIT TO

MEET INCREASING
DEMAND FOR

*"America's
fastest selling
Gin"*

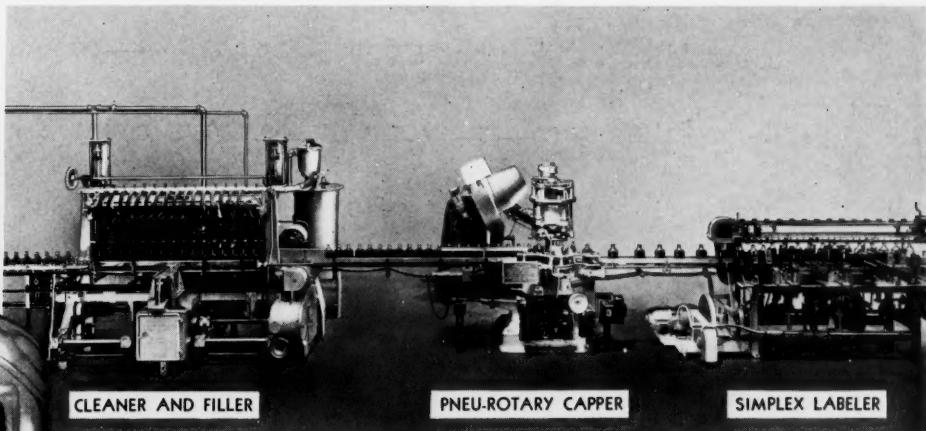
With this new line Ben Burk, Inc., makers of Old Mr. Boston Gin, handle every bottling operation—cleaning, filling, capping, and labelling—with Pneumatic machines, from start to finish.

They began with Pneumatic Scale bottling equipment in 1933. To keep pace with their increased business they added more Pneumatic equipment in 1934. And now in 1935 with the opening of a large, new factory of 150,000 square feet floor area they add to their present facilities a new, complete line of Pneumatic fully automatic bottling equipment.

By using Pneumatic straight

through on their new line, Ben Burk, Inc., have simplified their bottling operations. They have avoided the divided responsibility and the complications that occur with "mongrel" bottling lines made up of machines of several makes. Pneumatic and Pneumatic alone is responsible for the smooth operation of their *entire* bottling line.

Remember—Pneumatic has the greatest facilities and the finest reputation for service in the field. And Ben Burk, Inc., can tell you that, because of this fact, and because of Pneumatic's "lower cost per container" operations, it pays to standardize on Pneumatic!



CLEANER AND FILLER

PNEU-ROTARY CAPPER

SIMPLEX LABELER

PNEUMATIC SCALE CORPORATION, LTD.

71 Newport Ave., Quincy, Mass. (Norfolk Downs Station)
Branch Offices in New York, 117 Liberty Street; Chicago, 360 North Michigan Avenue; San Francisco, 390 Market Street; Los Angeles, 443 South San Pedro Street; Melbourne, Victoria; Sydney, N. S. W. and No. 41 Whitehall, London, S. W. 1

PNEUMATIC SCALE



Bottling
Equipment



Little Algie Knows His Suckers

And it's that same spirit of shrewd selection which governs the impulses of the man who has dollars to spend for wrappers. The converter who is going to look good to this buyer is the one whose equipment allows him to make promises of price, quality and delivery which would turn up the hair of his competitors still struggling along with one-lung printing machines. • Kidder "Three Point" Presses capable of turning out 5,000 to 15,000 accurately-printed sheets an hour in many colors gives a man a lot of courage when he goes out casting for orders. When you can offer little Algie's papa good-looking wrappers that used up less of your time, plates, power and all the rest, those other printers who aren't even within hailing distance of those production figures won't have a chance. Neither will the other

MACHINERY FOR PRINTING WRAPPERS, CARTONS, LABELS • BRONZERS

fellows whose presses are fast but inaccurate. • A form roller setting device simplifying the regulation of ink distribution, another construction feature which allows long runs of solid colors without danger of throwing out the packing, the opportunity of splitting the fountains to get as many colors as you want (including various shades of any single color for fine work) — are a few money-savers and quality-builders of considerable importance. • "Three Point" Presses (proper distribution of ink, control over the paper at high speeds, and accuracy of the impression) are used to turn out 90% of the country's wax bread papers, 60% of its vegetable parchment and 20% of its transparent cellulose. Kidder machines also do 75% of all bronzing work. For an idea of how much it will cost you to get this competitive edge, jot down your present operating conditions in a letter and

. . . *Send it to KIDDER*



who — without obligation — will give you an idea of where "Three Point" engineering offers you a definite sales advantage at not too much cost. Address Dover, N. H., or the New York, Chicago, or Toronto office.

SPECIAL PRINTING MACHINERY FOR INDIVIDUAL PACKAGING JOBS



Quick facts about Anchor-Capstan Service for packers in glass

Anchor makes a line of closures of metal or molded materials, for every purpose—vacuum types; screw types; for jars, tumblers or bottles; air-tight or cover caps; plain or decorated styles; as well as equipment for applying—to suit all needs and products.

★ ★ ★

From Capstan and Salem glass factories come fine glass containers for the broad field of packaging—for foods, drugs, cosmetics, wines and liquors, chemicals and insecticides, polishes, specialties of all kinds.

★ ★ ★

Our sales organization blankets the U. S. and Canada, consists of qualified packaging engineers experienced in the problems of sealing, of mass production and of recommending suitable glass containers and closures.

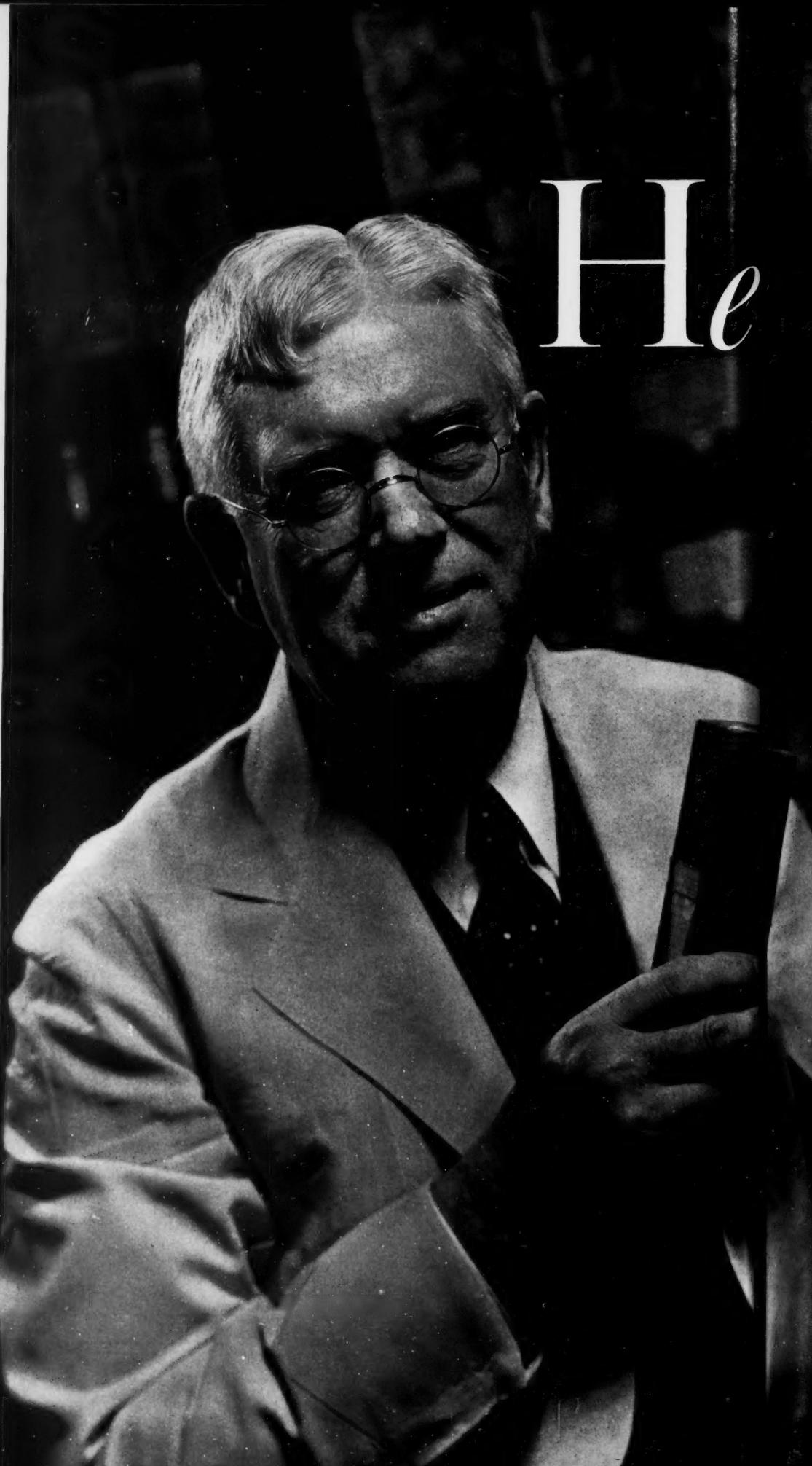
★ ★ ★

Where helpful or necessary, you have at your disposal the services of Anchor's laboratories, its research staff, package design service or engineering department . . . to insure you the best, most efficient and economical packaging results for your own particular conditions.

ANCHOR-CAPSTAN

★ GLASS CONTAINERS ★ CLOSURES
★ SEALING EQUIPMENT
★ RESEARCH ★ PACKAGE DESIGN

5 STAR SERVICE



"Let's be practical about packaging,"
says Mr. Dealer, and

e ought to Know

Ask any progressive, experienced dealer about packaging and probably the first thing he'll tell you is "Make it practical." He means by that, if it's a glass package, that it should have shelf appeal visually and shelf utility. He wants it to be seen quickly, react favorably and sell well. Turnover is a fetish with him. And by shelf utility he means for it to occupy a minimum of his valuable shelf space, to sit solidly and not tip over easily.

He knows, too, that a package to be practical should be sealed in such a way that whether he sells the package the day he gets it or two years later, the contents will be in just as good shape as when they were packed. He realizes that packages well sealed mean less complaints and troublesome returns. Customer good will is the life blood of his business.

Hence, for your own sake as well as to enlist the cooperation of your retail dealers, make your packages as practical as possible. The complete services of the Anchor-Capstan organization are at your command to aid in determining the best and most practical types of glass containers, closures and sealing equipment from everyone's angle—consumer, dealer and your own production department.



This advertisement is published in the interests of practical packaging by ANCHOR CAP & CLOSURE CORPORATION, Long Island City, N. Y., CAPSTAN GLASS COMPANY, Connellsville, Pa., and its associate company, SALEM GLASS WORKS, Salem, N. J., with branch offices

in the following cities: Atlanta, Baltimore, Boston, Chicago, Cincinnati, Cleveland, Denver, Detroit, Houston, Los Angeles, Louisville, Montreal, New York, Philadelphia, Pittsburgh, Rochester, St. Louis, San Francisco, Seattle, Toronto.

Anchor-Capstan

PERFECTION . . .

. . . in width, thickness, temper . . . Acme Silverstitch stitching wire for fibre and corrugated boxes always does a faultless job. Its gleaming galvanized finish avoids rust stains. One-piece, 10-lb. coils save time. Faster, better stitching—clean, spotless boxes result.

Ask for free 5-lb. test coil. State size used.

Silverstitch
Reg. U. S. Pat. Off.

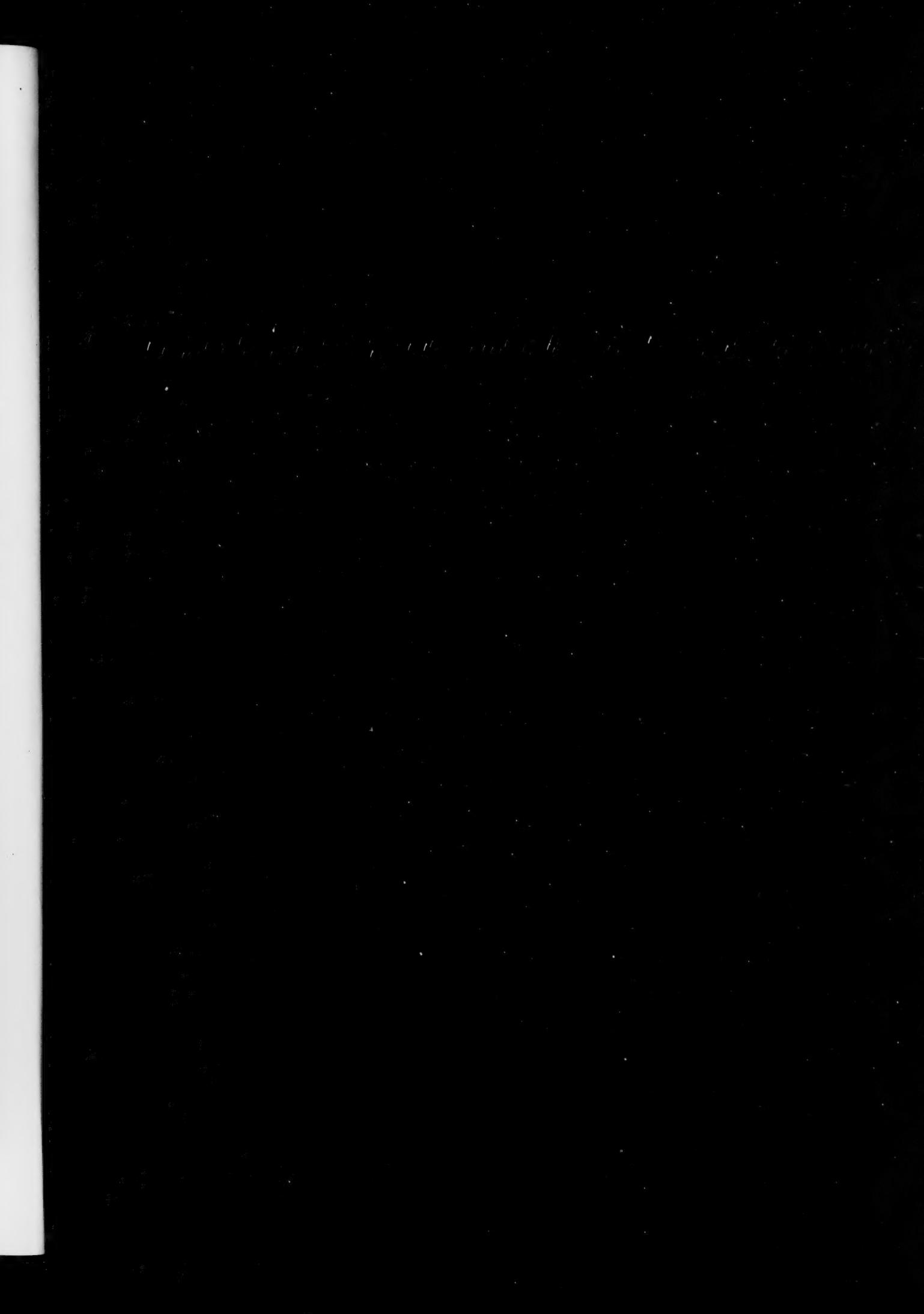
STITCHING WIRE GIVES STRONGEST, SUREST JOINTS IN CORRUGATED AND FIBRE BOXES



ACME STEEL COMPANY

GENERAL OFFICES: 2843 ARCHER AVENUE
CHICAGO, ILLINOIS

Branches and Sales Offices in Principal Cities







The Pioneer Pyroxylin Metallic Coated Paper

A good friend of ours called recently to complain about ARTCOTE papers. In no uncertain terms, he told us that his last run on ARTCOTE stock was not up to scratch. We asked to see a sample and discovered that ARTCOTE hadn't been used at all!

That is, therefore, the purpose of this message. We know that there is a small—yet annoying—amount of substitution being done. Every once in a while a cheap stock will replace ARTCOTE . . . and then we get the kicks. There is one simple way of avoiding this sort of thing. That is to work with reputable converters and to specify "ARTCOTE" by name. If you wish to be certain of obtaining ARTCOTE when you specify it . . . write us the details and we will be glad to check up with our records.

ARTCOTE papers are made only at Irvington, N. J. The ARTCOTE Trademark is your protection against inferior metallic papers. Look for it on every shipment you receive.

ARTCOTE PAPERS, INC.

IRVINGTON, N. J.

PHILADELPHIA • CHICAGO • LOS ANGELES • SAN FRANCISCO





*When successful
manufacturers develop new
products they turn to
A.C.M. for
CARTONS*

A completely new product presents carton, color and ink headaches all its own. Some manufacturers struggle through these. Others choose the easier way... relying upon the board experts, the ink and printing specialists of the American Coating Mills.

Here are two cartons which, speaking for themselves, say more than any words of ours about the successful outcome which results when

the second policy is followed. Sales of Phillips' new creams and of 3-IN-ONE POLISH are today providing a final, practical O.K. for the quality of A-C-M workmanship, and the superiority of A-C-M clay-coated board, made to our own specifications in our own mills.

New product or old, our cooperation is yours to call upon without obligation.

AMERICAN COATING MILLS INC.

CARTON DIVISION

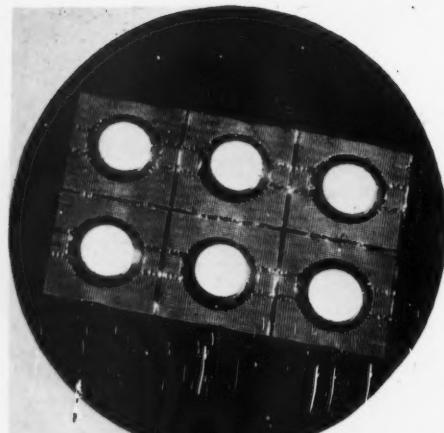
FORMERLY ILLINOIS CARTON AND LABEL CORP.

CHICAGO

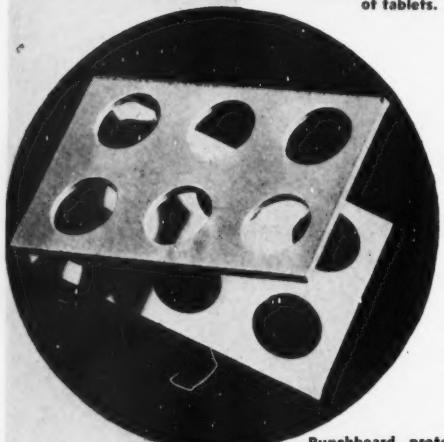
ELKHART, INDIANA

NEW YORK

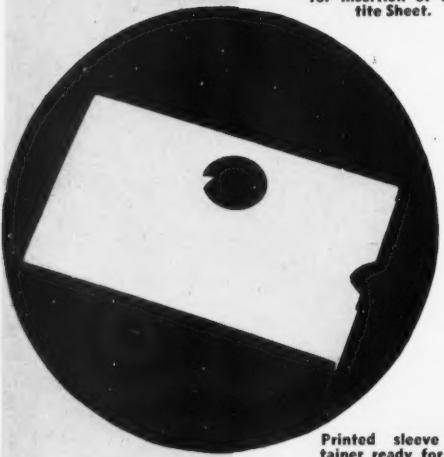
Branch Offices Wrigley Bldg., Chicago • 22 East 40th Street, New York City



Sealtite Uniwrap Sheet
of tablets.



Punchboard protector
for insertion of Seal-
tite Sheet.



Printed sleeve con-
tainer ready for com-
plete assembly.

For Sampling

Tablet Products to the Profession or Consumer . . . THERE IS NO METHOD So Economical—So New—So Adaptable —So Convenient as

SEALTITE UNIWRAP

Each unit—pill, capsule, or flat tablet—is individually sealed in an air-tight, moisture-proof pocket of a sheet of cellophane or cellulose—2 to 6 tablets to the sheet.

For cross-sampling, general sampling or as consumer package, the Sealtite Uniwrap Method is Ideal.

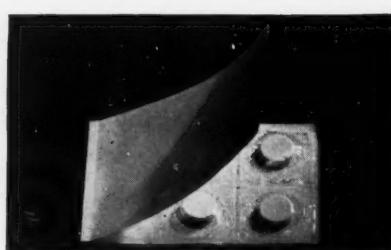
Note a few of the variations shown here. To the left a physician's sampling package, utilizing a new mailing carton which is so *strong* that it will bear a man's weight—yet so *light* as to materially reduce shipping charges. . . . At the bottom left, a booklet package for large volume sample distribution—composed of a printed cover and Uniwrap Sheet of 6 tablets. . . . At the right a vest pocket sample for a product where one or two tablets constitute a dose.

Sealtite Uniwrap is susceptible to endless variations. Consider the possible adaptations for your product.

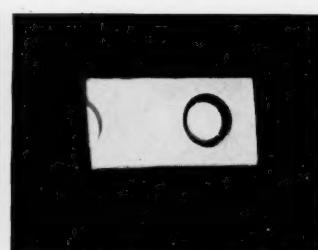
* Write us for samples or suggestions for your particular situation.

THE UNIQUE PHARMACEUTICAL
PACKAGING SERVICE WHICH IS
IVERS - LEE COMPANY

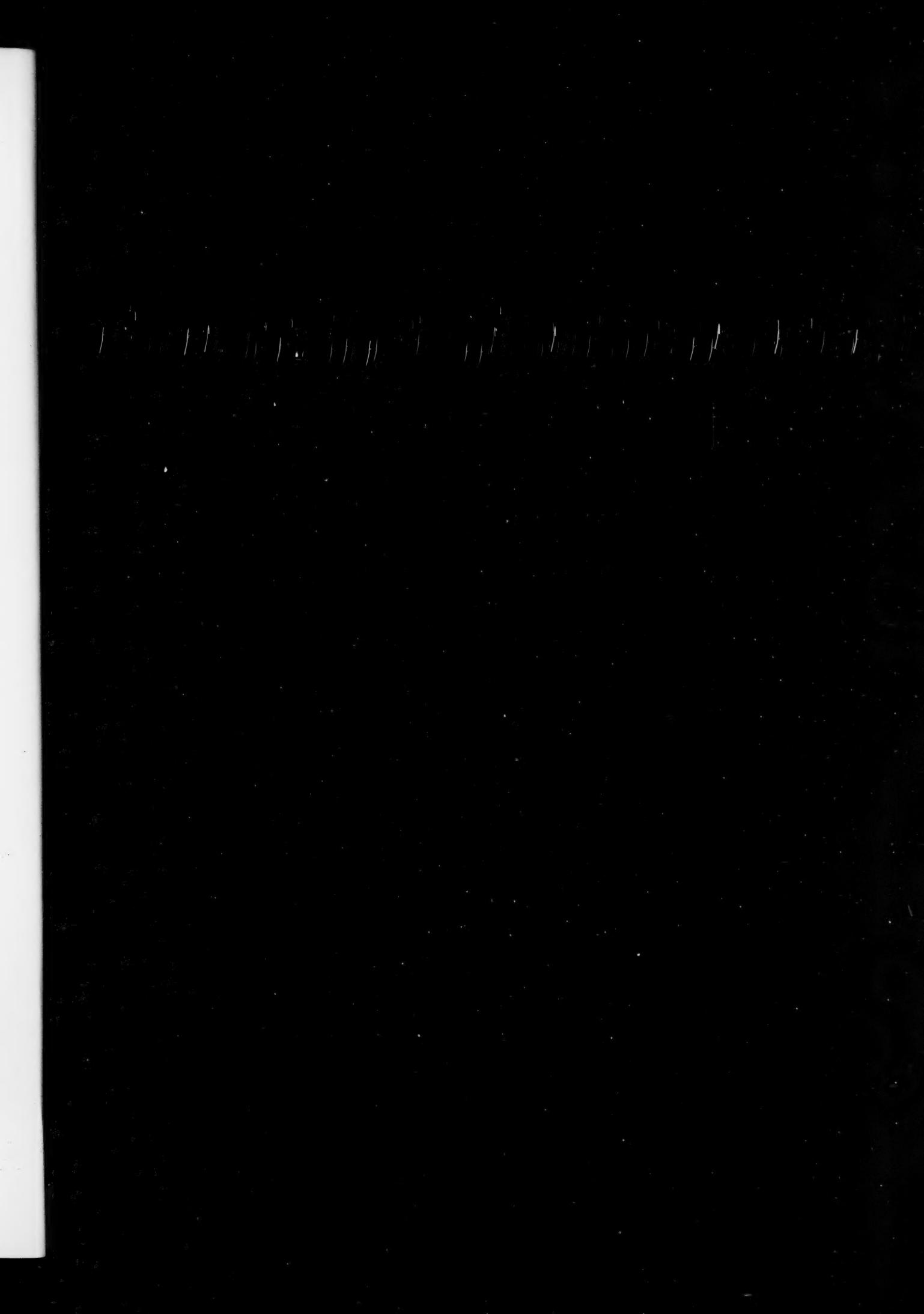
215 Central Avenue—Newark, N. J.



Booklet sample.



Vest pocket sample.







RITCHIE PACKAGES

SUGGEST THE QUALITIES
THAT WOMEN ADMIRE MOST

*Perfect Grooming
Smartness
Style*

RITCHIE designed packages have a distinctive, individual beauty. They rouse desire, help to reduce sales resistance, add dynamic force to your merchandising efforts.

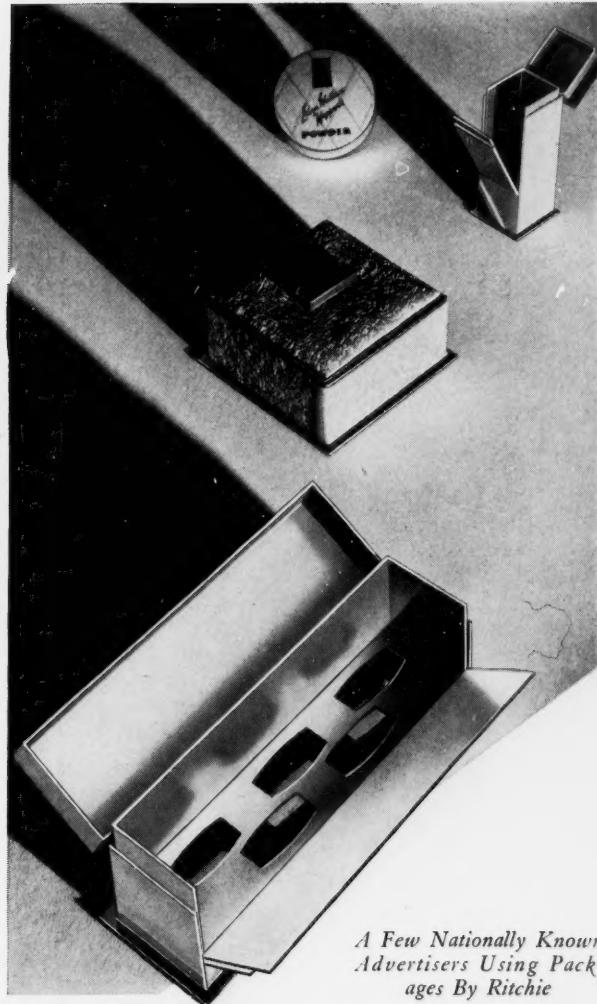
Through long experience, Ritchie designers have acquired an intimate understanding of packaging problems. They invite you to benefit from this experience.

Would you like our designers to review *your* packaging problems? Analyse your packaging needs? Submit designs for a new and better package? The creative and package styling facilities of the Ritchie Organization are at the disposal of firms of established responsibility.

Send For PACKAGES THAT SELL

A review of what's new and practical in modern packaging and effective package styling. Profusely illustrated. Full of packaging ideas. Write for a copy. No cost or obligation.

New York Detroit Minneapolis St. Paul
Los Angeles St. Louis Ft. Wayne



*A Few Nationally Known
Advertisers Using Pack-
ages By Ritchie*

ARMAND . . BAUER & BLACK . .
EDNA WALLACE HOPPER . . KISS-
PROOF . . FREDERICK STEARNS
(NYAL) . . HELENA RUBINSTEIN
. . LUXOR LTD. . . PARKER PEN

**W. C.
RITCHIE
and COMPANY**
PAPER BOXES • ALLIED PRODUCTS • FIBRE CANS

8849 BALTIMORE AVENUE, CHICAGO

UTTERLY these



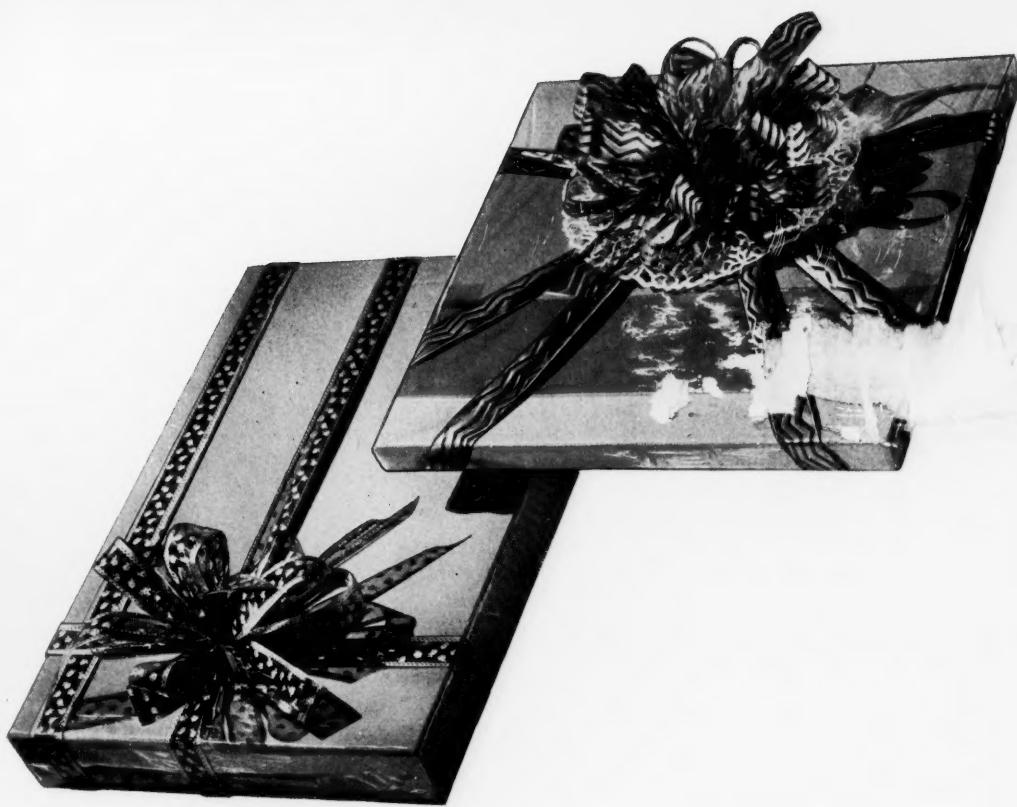
... but both have
and the same HIGH

Utterly different products, passing through different channels to the general consumer, require totally different cartons. Yet, all were produced in the same great plant, under the experienced control of the Chicago Carton Company's design and production experts. One required inks that would give rich surface coverage, board that would stand up under tough shipping and shelf conditions. The others called for transparent inks and an infinitely careful varnishing job.

Utterly different though they be, these cartons ... and the millions of others that annually leave our great new plant ... have two things

CHICAGO

Chicago Carton Company
1200 South Crawford Avenue
CHICAGO, ILLINOIS



Retailers give preferred position to Excell-O tied packages. The magnificent colors and the rich, brilliant lustre of Excell-O Ribbon will add an unusual decorative quality to your retail packages.

Excell-O is made in many beautiful patterns and in ten exquisite colors. There are patterns appropriate for every occasion, and every type of special box.

Excell-O is strong, attractive, easy to tie and best of all it is economical to use—*because it is reasonable in price!*

We will be happy to send you sample yardage of the different patterns of Excell-O Ribbon.

FREYDBERG BROS., Inc.
45 WEST 18th STREET, NEW YORK



Hold bottom of box toward you loosely with palms of hands on ends. Press hands toward each other.



Pull lightly toward ends, tuck in flaps.



TRADE MARK REG. U. S. PAT. OFF.
PATENTED IN U. S. & OTHER COUNTRIES
OTHER PATENTS PENDING
Simplex Paper Box Corp., Lancaster, Pa.

NOW—

with National distribution
and used by scores of
**THE NATION'S MOST
S U C C E S S F U L
MERCHANTISERS**

THE SIMPLEX BOX

"The Solution To The Set-Up-Box Problem"

**Because Simplex are stronger—
Because Simplex save time—
Because Simplex save floor space—
Because Simplex reduce cost—**

Hosiery, Shoes, Shirts, Knitwear, Sheets,
Blankets, Towels, Underwear, Infants'
Wear, Hardware, Candy, Chemical and
Medicinal Preparations, Cosmetics,
Soaps, Meat and Food products are
packed in Simplex Boxes.

Because Simplex will save time, money and floor space
in the packaging of your product—it may be wise to in-
vestigate. Of course—we will welcome your demand
for details.

ERECTED IN ONE SECOND

A simple twist, and two
flat pieces emerge a per-
fect set-up box. Much
stronger—due to double
wall construction. Adap-
tible to any merchandise



Close fingers on top
of flaps, bend down.

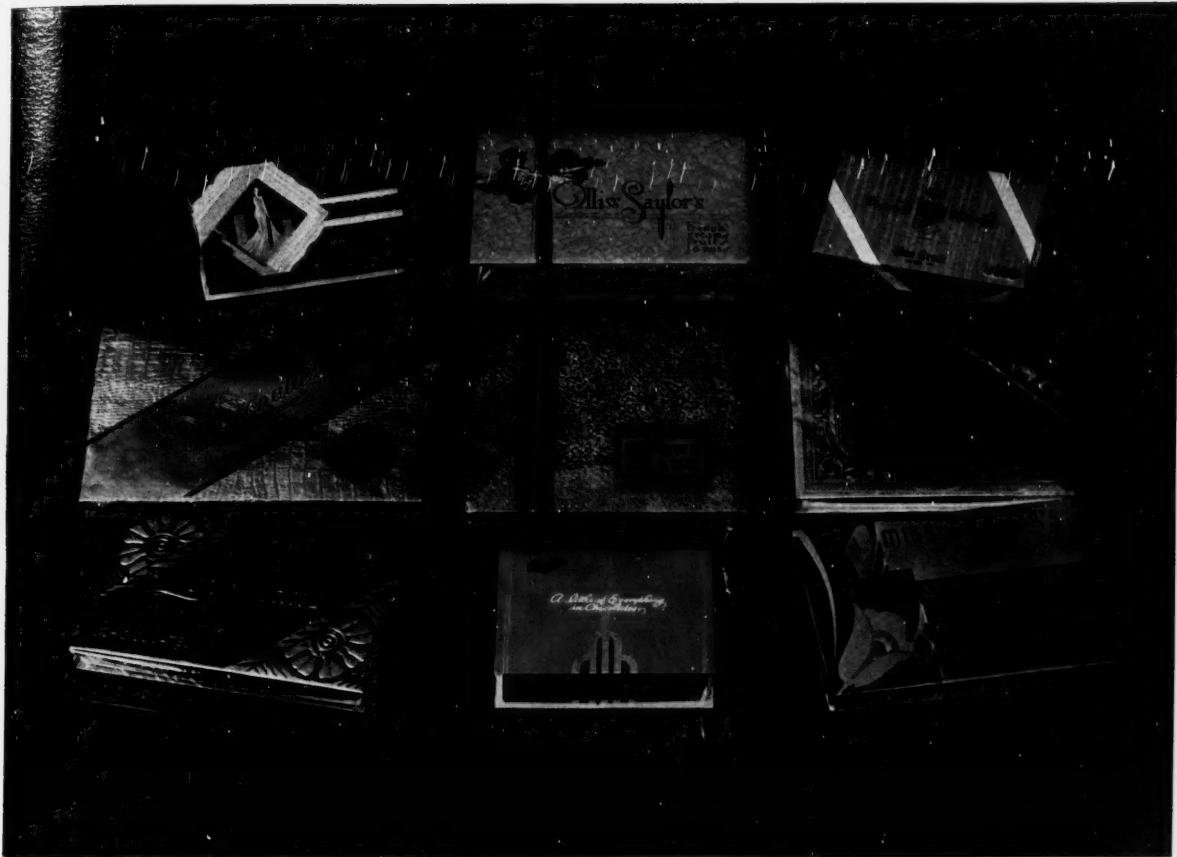
NATION WIDE

Leading manufacturers of
paper boxes throughout
America now licensed
to make Simplex boxes.
Drop us a card that we
may advise you as to your
closest source of supply.



SIMPLEX

**THE SIMPLEX PAPER BOX CORPORATION
LANCASTER — — — — — PENSYLVANIA**



SYLPHRAP

REG. U. S. PAT. OFF.

Quality's Best Attire

No matter how outstanding a candy box or candy package may be, an outer wrap of SYLPHRAP—transparent cellulose—in plain white or colors will enhance the appearance of the package. It will also aid in preserving the freshness and flavor of the candy and will materially aid in increasing candy sales.

SYLPHRAP is made in plain white, grease-

proof and moistureproof, and in twelve beautiful colors of remarkable lustre. It is the Aristocrat of Transparent Wraps.

Rancidity Retarding Old Gold SYLPHRAP is particularly adapted for use in wrapping of candy, nuts and dried fruits, etc.

Our printing converters will be glad to submit samples and prices of printed SYLPHRAP.

SYLVANIA INDUSTRIAL CORPORATION

Executive and Sales Offices: 122 East 42nd Street, New York

Works: Fredericksburg, Va.



BRANCH SALES OFFICES

201 Devonshire Street	Boston, Mass.
120 Marietta Street	Atlanta, Ga.
427 W. Randolph Street	Chicago, Ill.
260 S. Broad Street	Philadelphia, Pa.

DISTRICT AGENCIES

Blake, Moffit & Towne	
41 First Street	San Francisco, Calif.
Pollock Paper & Box Co.	Dallas, Texas
Victoria Paper & Twine Co., Ltd.	Toronto, Can.



ONE New Customer PAYS for the Display



Did you ever figure out how few new customers you'd have to win for your product, to pay for a hard-selling permanent merchandiser? Often, just *one new, steady* customer writes off the entire cost. Every other sale is *clear profit!*

Metal is the one logical material with which to build such merchandising pieces. They're inexpensive. They stay on the job. Dealers value them. And, being permanent, they go on working for you *indefinitely*.

Canco's shrewdly designed lithographed metal displays are paying for themselves over and over again for manufacturers in every field.

AMERICAN CAN COMPANY
New York Chicago Maywood, Ill. Cleveland

Lithographed
Metal

PROBLEMS THIS DISPLAY HAD TO SOLVE

It had to display 15 items—the full line—in such a way that women could pick up and examine each one. It had to be small and compact. It had to be suitable for either grocery or drug stores. It had to be so attractive and practical that the trade would want to use it. It had to be inexpensive.

Results show that this display meets all these requirements.

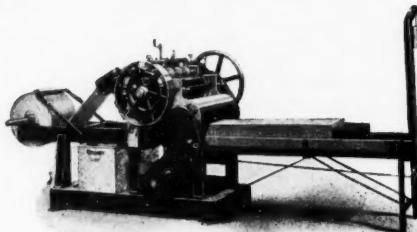
CANCO
DISPLAYS

PACKOMATIC PACKAGING MACHINES

Will help you solve today's problem of larger profits.

Aggressive packers are stimulating sales by dressing their products in colorful enclosures of modern design. Likewise they are stimulating their profits by discarding out-of-date methods and replacing obsolete equipment.

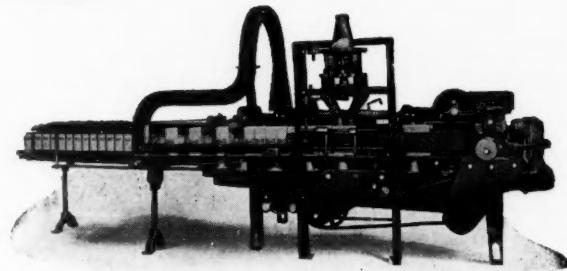
Packomatic machines are designed and constructed to insure greater efficiency and reduce production costs to a minimum. Practical machines are furnished for any desired speed of from 15 to 60 or more packages per minute.



PACKOMATIC CARTON FORMING MACHINE

For making unprinted shells or cartons. Takes paper from the roll, cuts, scores, folds and glues corner lap. Delivers knocked-down cartons at speed up to 200 per min.

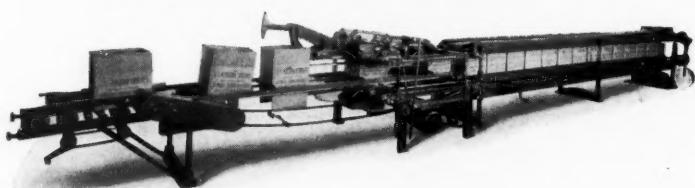
SAVE THE DIFFERENCE BY MAKING YOUR OWN CARTONS



PACKOMATIC CARTON SEALER and FILLER

Seals bottom flaps of cartons, fills a predetermined quantity of product, then seals top flaps. Operates at speed up to 60 or more completed packages per minute.

FOR SMALLER PRODUCTION WE HAVE OTHER MODELS TO SUIT



PACKOMATIC AUTOMATIC CONTAINER SEALER

Receives filled cases from a conveyor, opens bottom outer flaps, closes top inner flaps, spreads adhesive on inner surface of outer flaps, folds the flaps and discharges the cases between compression belts. Operating speed up to 20 or more cases per minute.

INVESTIGATE OUR SEMI-AUTOMATIC MACHINES FOR SMALLER PRODUCTION

PACKOMATIC INSURES

Better Packages

Stronger Cases

Lower Costs

Greater Profits

A PACKOMATIC ENGINEER WILL CALL UPON REQUEST—NO OBLIGATION

—BRANCH OFFICES—

20 E. Jackson Blvd.
CHICAGO, ILL.

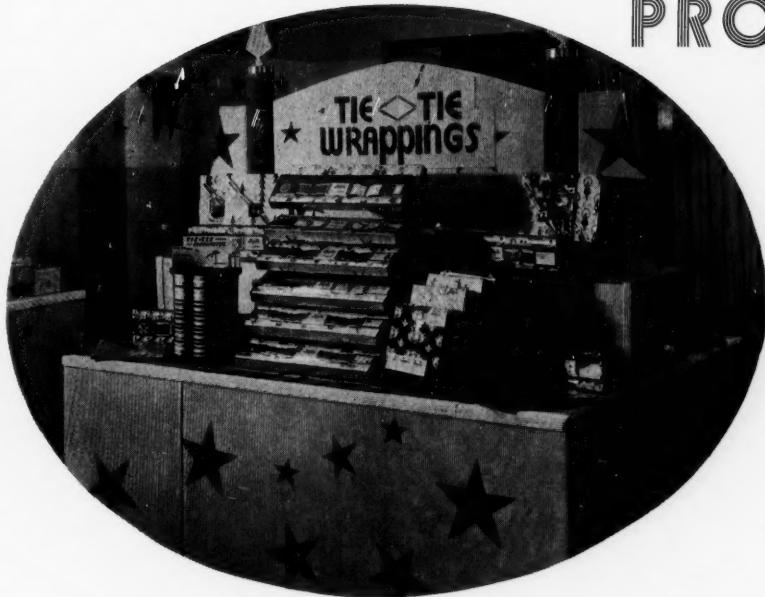
11 W. 42nd St.
NEW YORK CITY

17551 Daleview Ave.
CLEVELAND, OHIO

430 Howard St.
SAN FRANCISCO, CAL.

PACKOMATIC PACKAGING MACHINERY J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

People who know display values prefer **PROTECTOID**

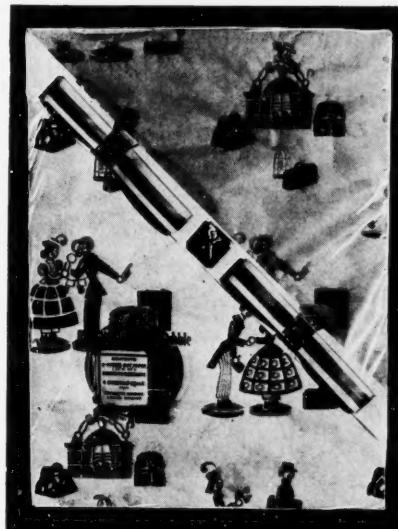


Full transparency — free from cast or wrinkles

The Chicago Printed String Company has, for twenty years, been recognized as expert in planning packages for greater eye appeal and display value. It is, therefore, a significant recommendation for Protectoid when this company chooses it as the wrap for their retail packages.

The full color of the Tie-Tie Ensemble...the delicate texture of paper and string...all these are perfectly brought out under the crystal clear transparency of Protectoid. No ugly wrinkles, no tight drawn shrinkage lines mar the neat appearance of this package. And Tie-Tie sales provide full justification for Chicago Printed String Company's choice... and for our claims.

Investigate Protectoid for your own product. It is shrink-proof, air-tight, vermin-proof, clear and free from cast. Write—Protectoid Division, Celluloid Corp.



PROTECTOID
Trade Mark Reg. U. S. Pat. Off.
is a Product
of
CELLULOID
CORPORATION
ESTABLISHED 1872
10 E. 40th St., NEW YORK

RESINOX CORPORATION

(SUBSIDIARY OF COMMERCIAL SOLVENTS CORPORATION AND CORN PRODUCTS REFINING COMPANY)
MANUFACTURERS OF SYNTHETIC RESINS AND VARNISHES

PLANT
EDgewater, N. J.

NEW YORK CENTRAL BUILDING
230 PARK AVENUE
NEW YORK, N. Y.

TELEPHONE
VANDERBILT 3-9300

April 29, 1935

Mr. [REDACTED]
[REDACTED]
[REDACTED]

Dear Mr. [REDACTED]

I want to thank you for the opportunity to answer the two questions asked in your letter of April 27th. You inquire:

(1) Does Resinox resist water and alcohol?

The answer to this question is a most decided "Yes." It is this ability of Resinox molding compounds to resist the action of water and alcohol which has made Resinox so popular in the molding of bottle closures, especially those bottles designed to contain alcoholic beverages.

(2) Is there any danger of a Resinox molded container swelling or warping out of shape?

The answer to this question is "No." Containers molded of Resinox will not distort in the presence of moisture.

In this connection we are sending you, under separate cover, a screw-top cosmetic box molded of Resinox. Notice, please, the charming two-color effect but particularly observe how snugly the screw-top fits on the base. Fill this container with cold cream or any cosmetic containing a high percentage of moisture and let it stand for a few weeks. Note that the screw-top turns just as easily as it did when the container was empty. No binding - no warping or swelling of either the container or the top.

If you will be kind enough to let us know what you have in mind for Resinox we shall be glad to recommend the exact type of Resinox molding compound most satisfactory for your needs.

Very truly yours,

b L Gabriel

President

CLG:M

P. S. We should be glad to have a member of our technical staff call upon you if you so desire.

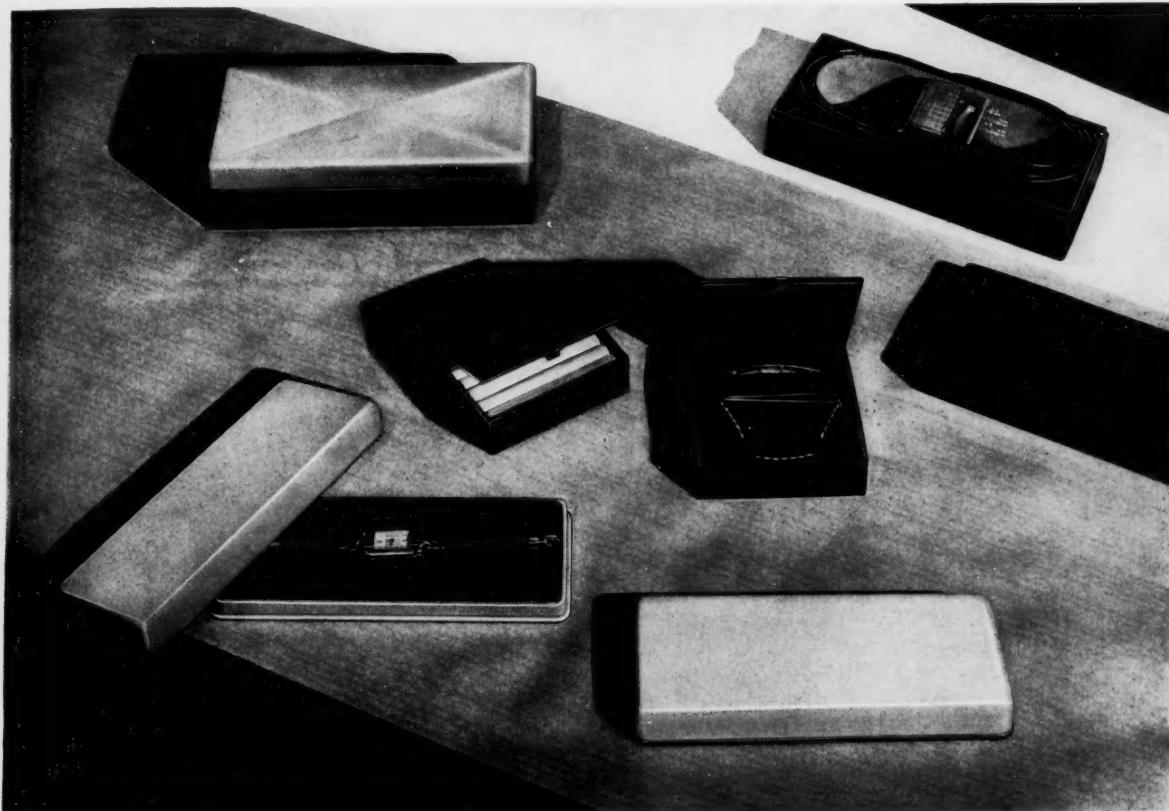


E
9300



Gift within a Gift

The Modern Way to Add Sales Appeal through Eye Appeal
with American Record Corporation's Plastic Molded
"PREMIUM PACKAGES"



Picture your product in one of these gift-within-a-gift boxes, beautifully molded of durable, desirable plastics. In sizes, shapes, designs and colors, appropriately adapted to the gift or personal-use article for which it is intended.

YOUR product in plastics will get more attention! A molded-plastic A.R.C. "Premium package" puts it on top. On top of the counter . . . on top of the gift list . . . on top in sales. Plan now to package your product in plastics for the holidays . . . for every day. American Record Corporation has stock boxes suitable for many articles, and, for the more ambitious packaging program, we offer a custom-molded plastic package design service.



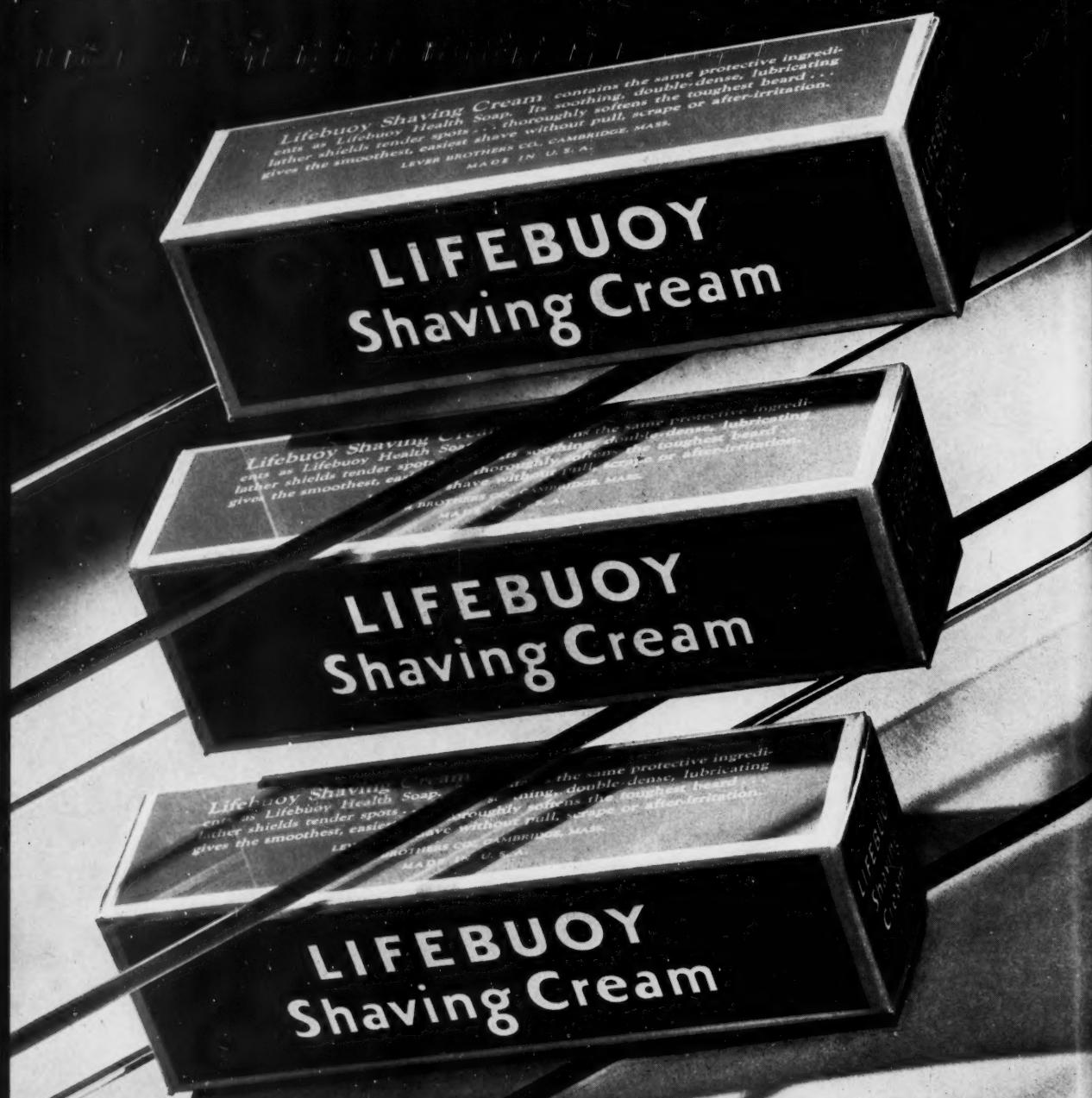
AMERICAN RECORD CORP.

Plant and General Offices: SCRANTON, PA.

Executive and Sales Offices: 1776 Broadway, New York

Chicago :: Detroit :: Cleveland :: Hollywood

For a Carton THAT INVITES PURCHASE



Ridgelo
CLAY COATED
FOLDING BOXBOARD
Made at RIDGEFIELD, NEW JERSEY
By LOWE PAPER COMPANY

Packaging pioneers like Lever Bros. have more often than not selected RIDGELO Clay Coated for their fine folding cartons.

RIDGELO takes little ink, prints easily; the result is clean, smooth, eye-compelling. Thus RIDGELO Clay Coated cartons have a head start toward sales. Your product can profit by this advantage whether it is a paper of pins or a bottle of Bourbon.

We will send sample sheets gladly for comparison.

Representatives: — W. P. Bennett & Son, Toronto — A. E. Kellogg, St. Louis — MacSim Bar Paper Co., Chicago
Pacific Coast Distributors: — Blake, Moffitt & Towne — Zellerbach Paper Co.

These Lifebuoy Cartons were made by Fort Orange Paper Co.

If it's TOOTH POWDER

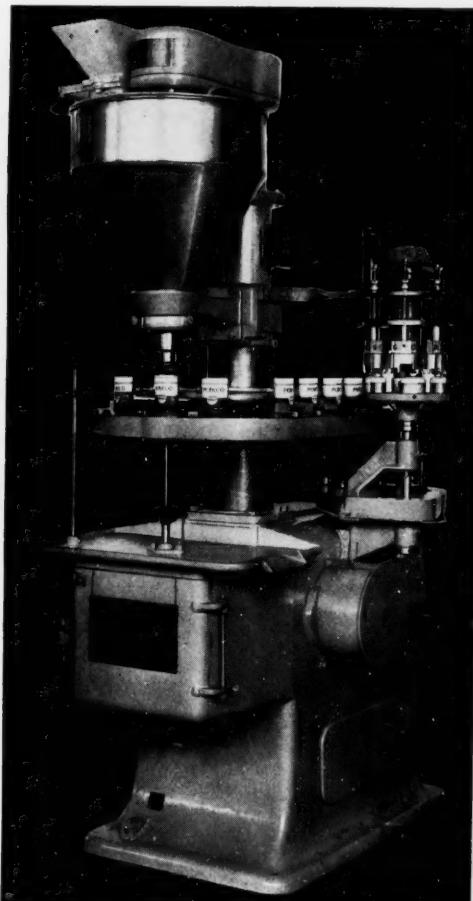
OR ANY POWDER

This



FILLER

Has 5 Major Points of Interest



*
The bronze medal in
the Metal Container Group
in the 1934 All-American Package
Competition was
awarded to the Lehn
and Fink tooth-powder
container shown above.

(Above) Latest model No. 15-C Stokes
Powder Filler. Developed for the Lehn
and Fink Co., manufacturers of Pebeco Tooth
Powder. May be equipped with automatic
take-off. Speed up to 60 per minute.

1 Accuracy. Discharges automatically the weight required. Accuracy maintained by overhead hopper feed, slow-motion agitator, auger-type filling mechanism, disc-type clutch and brake.

2 Speed. Up to 70 per minute depending on the model and the container. We will guarantee a speed when we know your product, container and filling conditions.

3 Cleanliness. As dustless as a powder filler can be. Cleanliness maintained by suction-type nozzle, "no container—no discharge" arrangement, slow-motion agitator, etc.

4 Flexibility. Easily "changed-over" for a variety of products and containers. Adjustments accessible and easily made.

5 Modern Design. Compact, self-contained with motor in base, direct motor driven, etc. See illustration.

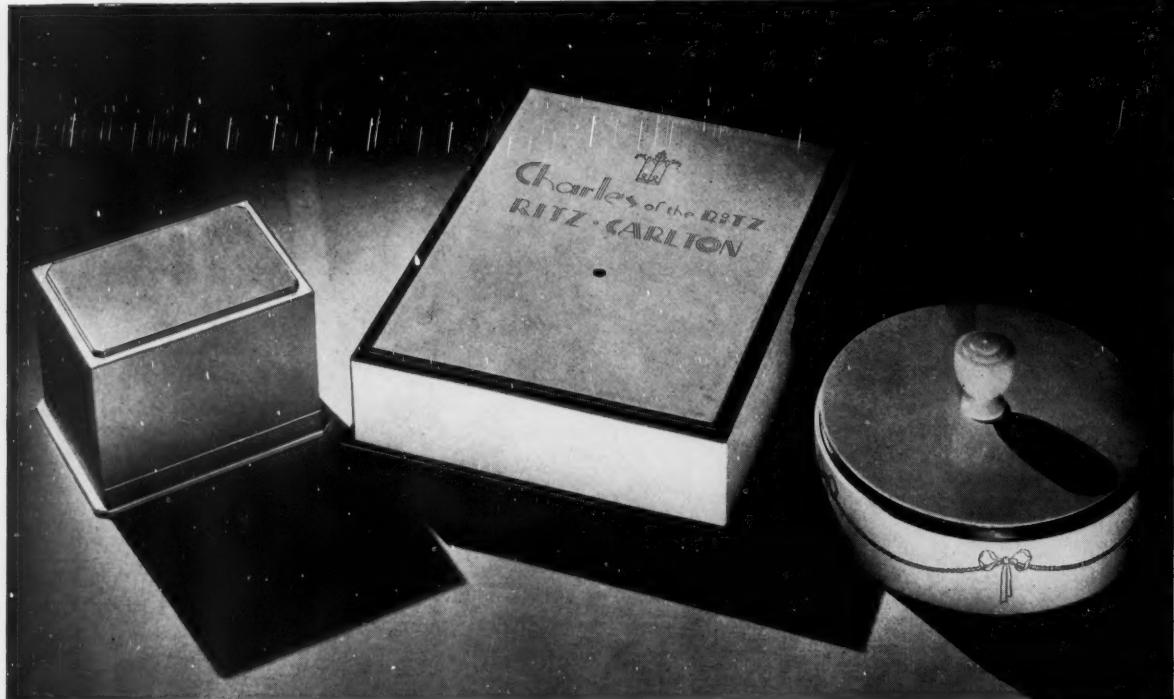
• • • • •
When filling containers that must be capped, a special device for placing and seating the caps not only makes it possible to increase the production 50% but avoids the necessity for a second operator formerly required when operating at such speeds.

Write for Catalog 34-F describing our complete line of filling equipment.

FJS Stokes Machine Co.

Packaging Equipment Since 1895
5970 Tabor Road Olney P. O. Philadelphia, Pa.

PRODUCTS WELL PACKAGED ARE MORE THAN HALF SOLD



Boxes shown through the courtesy of the Karl Voss Corp.

—only SUPERIOR BOXBOARD will provide the correct base for SUPERIOR BOXES

Expensive papers and skilled workmanship alone will not give you the ultimate in a well designed package. Where precision and fine details of construction are needed, a superior boxboard is essential. ROYAL SATIN is that board . . . second to none in quality and finish.

For quality boxes of greater size and volume, where
the board is more a cost item, our special R-C grade is
being used by leading box manufacturers. This is an
unusually clean, strong, uniform product of high finish
and greater bulk. Samples of both grades on request.

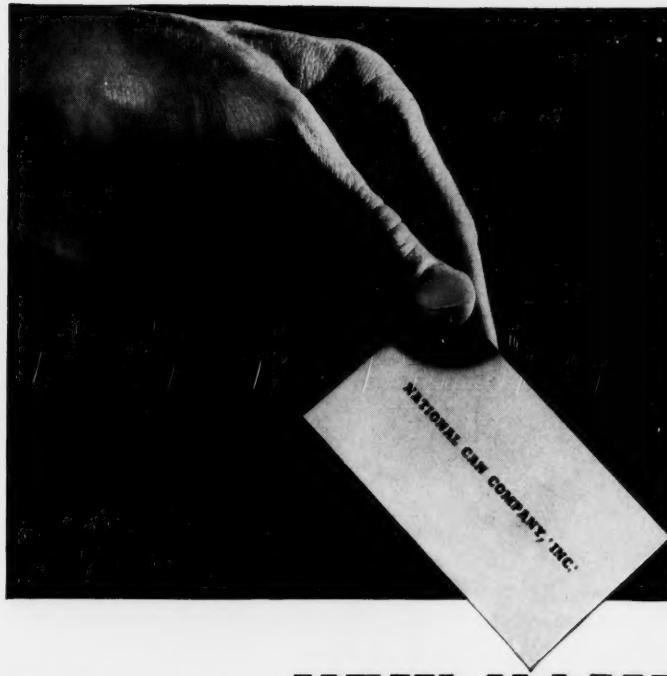
**We have the largest and most modern sheet lining plant in the country,
specially equipped for Double Lining.**

THE BUTTERFIELD-BARRY COMPANY
174 HUDSON STREET NEW YORK CITY
SPECIALISTS IN QUALITY BOXBOARD AND QUALITY LINING

will
ES

NY
CITY





With this NEW NAME

NATIONAL CAN COMPANY · 'INC.'

Continues a Quarter Century Service under
the identical Management, Personnel and
Policies which have made

METAL PACKAGE CORPORATION
One of America's Largest Canmakers

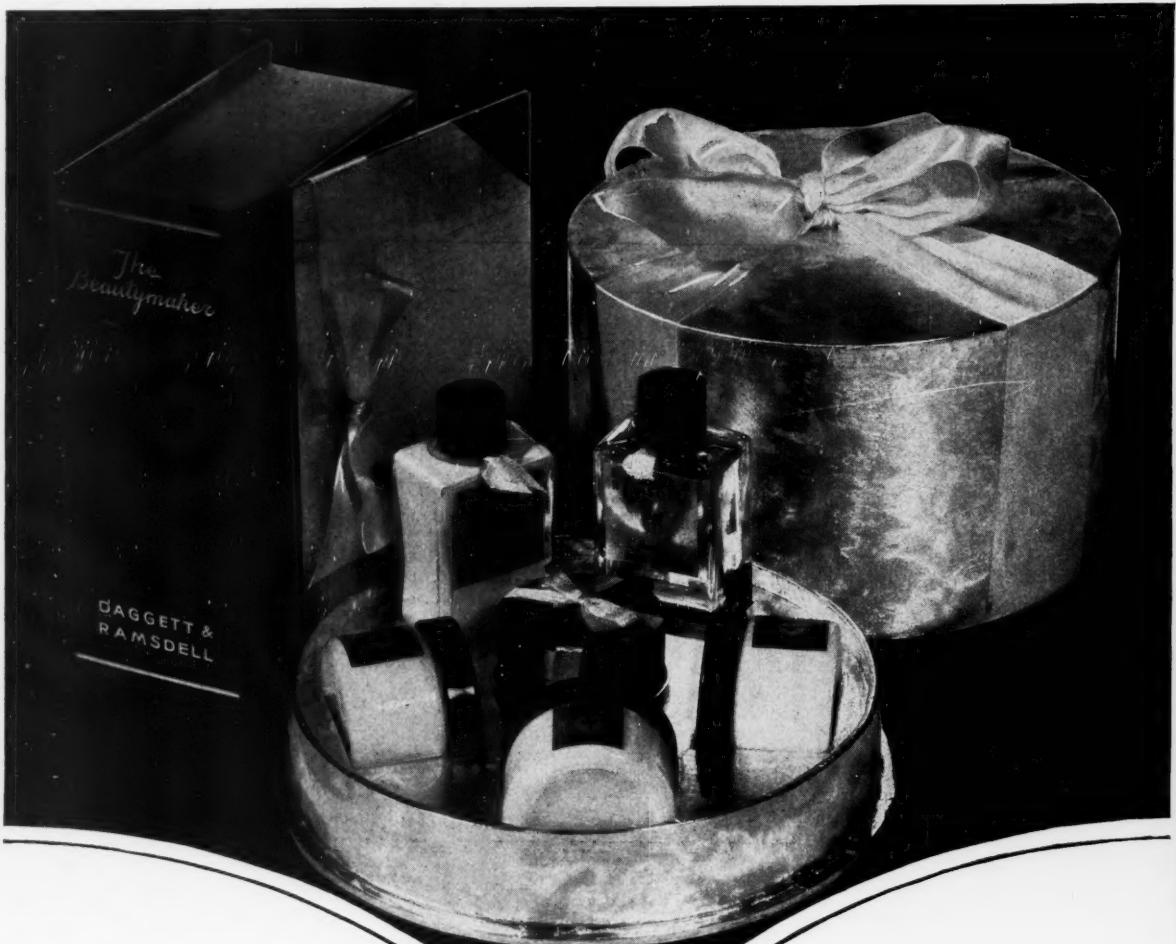
"NATIONAL CAN COMPANY" properly designates an
organized CAN SERVICE of NATIONAL proportions •
a personalized trade contact enduring throughout a
program of steady progress and expansion.

NATIONAL CAN COMPANY · 'Inc.'

FOR OVER A QUARTER CENTURY • KNOWN AS METAL PACKAGE CORPORATION
EXECUTIVE OFFICES • 110 EAST 42nd STREET • NEW YORK

One of America's Largest Canmakers

SALES OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • BOSTON • DETROIT • NEW ORLEANS
FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO



Design

Quality

Among the loveliest creations of the year are the two new combination sets of Daggett & Ramsdell, the Beauty Maker and the Band Box.

The finest kind of craftsmanship required to make these effective boxes is the ideal which has always been maintained in the factory of the Karl Voss Corporation.

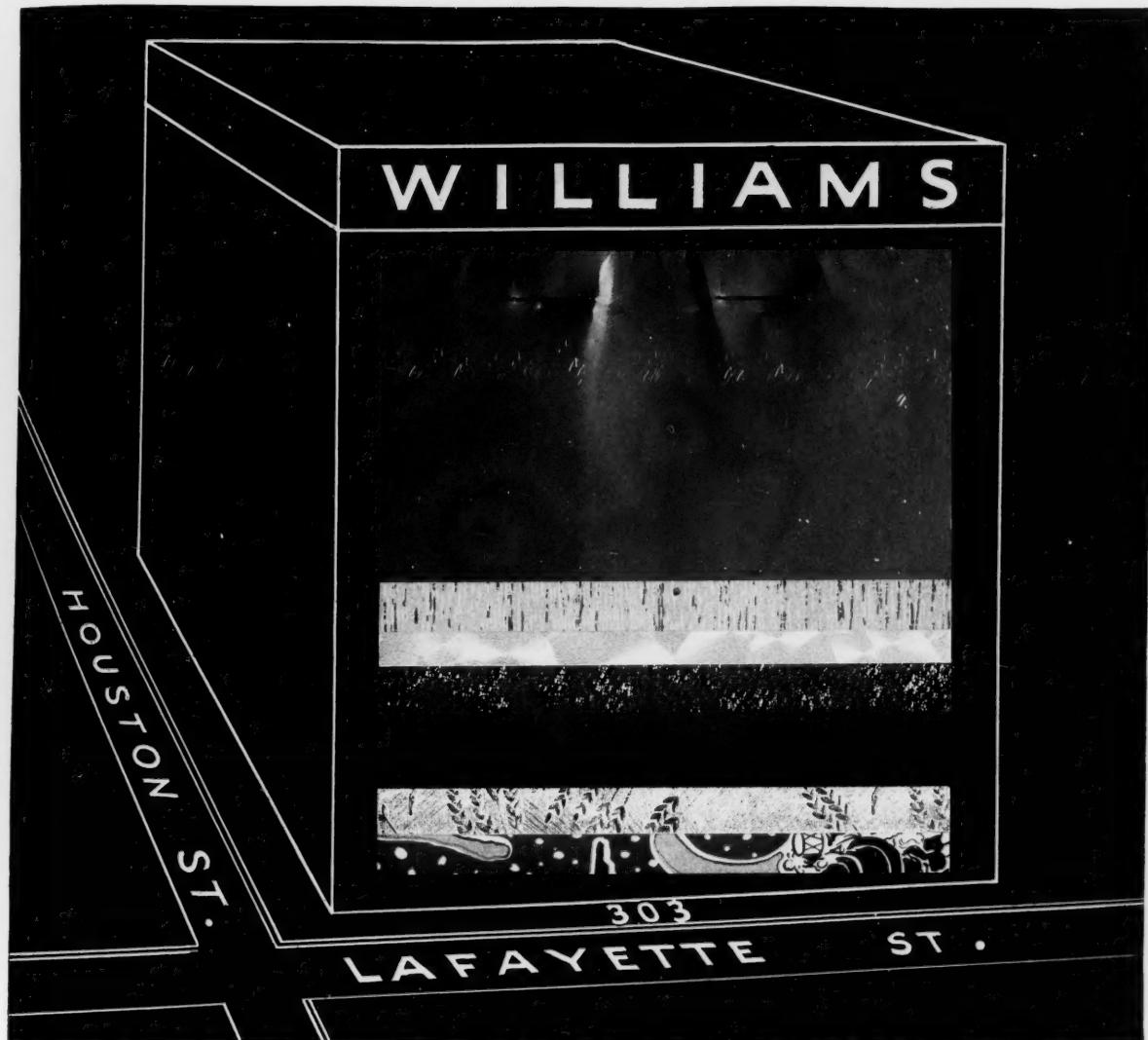
KARL VOSS CORPORATION

Division of Shoup-Owens, Inc.

HOBOKEN

NEW JERSEY





**A whole
WAREHOUSE OF
IDEAS to
increase your sales**

Many ideas are embodied in the paper used in Paper Box Covering and Package Wrappings.

For almost every type of Package there is at least one "ideal" paper covering of unique design or pattern that will greatly enhance its attractiveness and desirability at the point of sale.

Your dealer will put more sales effort back of your product if its package is pleasing to the eye. A whole warehouse full of unusual Package and Label Papers with their complement of ideas is yours to draw upon. Ask "WILLIAMS" to submit suggestions and samples. Address

Charles W. Williams & Co., Inc.
AUTHORITIES ON BOX COVERING PAPERS
303 Lafayette St. New York
CHICAGO BOSTON

Bags by Royal!

Flat, all-Cellophane

Sell-O-Face, die cut
square glassine

BAGS by Royal may definitely mean increased sales for you. They may also bring about a worthwhile decrease in your packaging costs. And if your product lends itself to packaging in bags, surely Bags by Royal will present it in its most attractive, most sales-provoking form. Bags by Royal come in literally hundreds of different styles. They may be had in almost any material, or combination of materials, that lend themselves to bag construction.

A note to the Royal Package Development Department, with a sample of your product, will bring without obligation a finished sketch of the type of bag Royal would recommend. Or, Royal will be glad to furnish samples of bags that have been used to advantage on products similar to yours.

In either case your note will receive immediate attention.

Royal "Pre-Printed"
double waxed glassine

Diamond-Pak,
all-Cellophane

Airoseal,
Cellophane Triplex

NEW YORK
ST LOUIS

MINNEAPOLIS
FORT WORTH

DETROIT
SAN FRANCISCO
ATLANTA

PITTSBURGH
DAYTON
HOUSTON

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HOUSTON

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Lorraine panels score instant sales success

A successful display has a double job to do. Before it can sell the consumer, it must convince the dealer that it is worthy of the space he gives it. These Lorraine panels . . . developed and produced by Consolidated's staff of artists and idea men . . . have been winning main-entrance position in stores throughout the country. And once there, they have justified the dealer's judgment, in

terms of ringing cash registers and fast-moving merchandise.

This is but one recent instance of the ability of our trained personnel to produce displays, packages and other sales helps that more than meet your requirements. Our development staff is at your disposal . . . able and willing to study your problems from the ground up and to provide the type of solution you will find both economical and practical. Address—

CONSOLIDATED

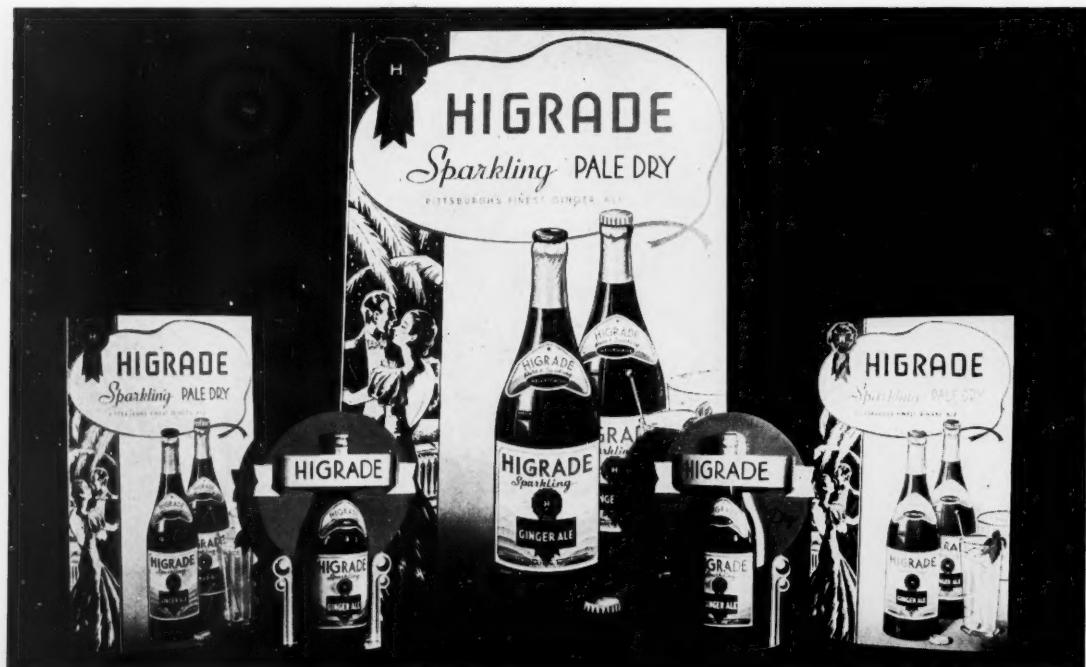
LITHOGRAPHING CORPORATION
GRAND STREET & MORGAN AVENUE, BROOKLYN, N. Y.

COOLING AND REFRESHING...



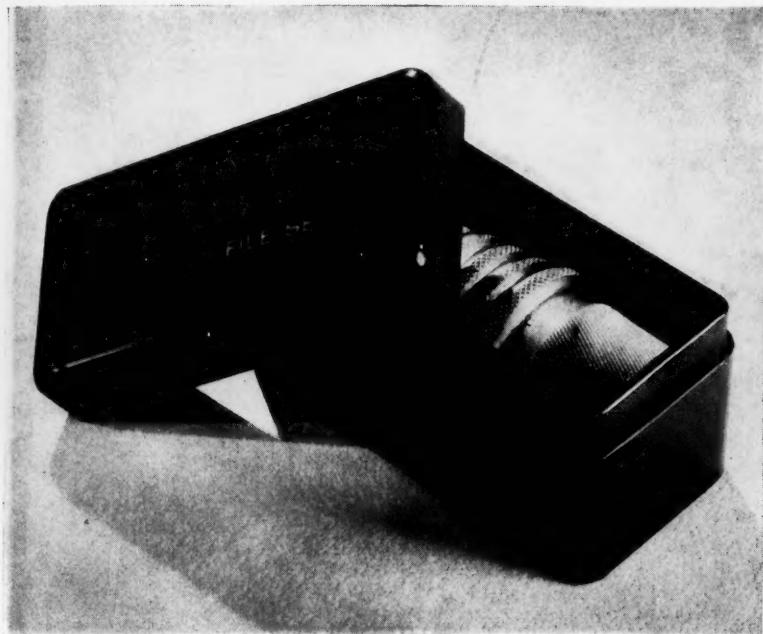
THIS outstanding campaign, just completed, tells the story at a glance. If we can be of service to you, on window displays or labels, kindly consult

MICHIGAN



MICHIGAN LITHOGRAPHING COMPANY
GRAND RAPIDS, MICHIGAN

TOOLS, TIE PINS and PLAYING CARDS..



FINE QUALITY circular files sold by the set in a sturdy, durable Bakelite Molded box. In a handy package like this a mechanic will buy a full set.

Two styles of tie clips in a Bakelite Molded box. A double sale because the box is also a handsome cigarette case.

Two packs of cards sold instead of one, because the Bakelite Molded stand is such a convenient way to keep the cards when not in play.

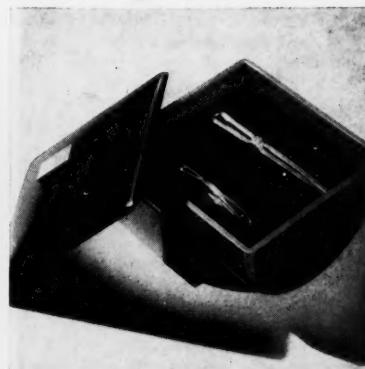
These are just three of scores of examples of the way in which alert manufacturers are using cleverly designed Bakelite Molded packages to increase sales. They suggest, to some degree at least, the diversity

of products which may be packaged in Bakelite Molded containers. Boxes made of this material in appropriate designs are equally suitable for tools and instruments, jewelry, and watches, playing cards and pen sets, rouge and lipsticks.

Bakelite Molded, because of its attractive colors and lustrous finish, its strength and durability, and the facility with which it may be formed into attractive designs offers unlimited opportunities for the expression of the ideas of the package designer. To obtain some conception of the possibilities of Bakelite Molded write for Booklet 8C, "Restyling the Container to Increase Sales" and its accompanying color chart.

BAKELITE CORPORATION, 247 Park Avenue, New York, N. Y.
BAKELITE CORPORATION OF CANADA, LIMITED, 163 Dufferin Street, Toronto, Ontario, Canada

Packaged for Bigger Sales!



"Swank" Tie Clip Set in a Bakelite Molded box. Baer and Wilde Co., Attleboro, Mass.



Double-pack Playing Card Set in a stand of Bakelite Molded. Gibson Art Company, Cincinnati, Ohio.

*

The large illustration shows the "Bear Brand" Circular File Set in a Bakelite Molded box. Echlin & Echlin, Inc., San Francisco, Cal.

BAKELITE
REGISTERED U. S. PAT. OFF.

The registered trade marks shown above distinguish materials manufactured by Bakelite Corporation. Under the capital "B" is the infinity symbol sign for infinity, or unlimited quantity. It symbolizes the infinite number of present and future uses of Bakelite Corporation's products.

THE MATERIAL OF A THOUSAND USES

SMITHCRAFTED CONTAINERS *Look Expensive*



OF course they do, and that is why they can aid in the sale of any product that fits into the "Quality Bracket" appealing to those who have a little more to spend for the worth while things of life—and who are glad to buy QUALITY when it is expressed in forms they can easily recognize.

AND everyone recognizes the quality of these SMITHCRAFTED containers, reproducing as they do the beautiful and costly hand tooled leather effects that we all react to so quickly. Few of us can resist the urge to handle—to possess—and to buy anything that suggests painstaking hand craftsmanship.

YOUR merchandise in a SMITHCRAFTED container—provided you are selling a quality that permits a higher bracket classification in both package cost and selling price—will demonstrate its value to the human eye and the human hand quicker—and with more profit to you and your retailers.

UNLIKE merchandise packed in wooden, paper, metallic or plastic containers, your merchandise, packed in a SMITHCRAFTED container, will immediately be classed as worth more than the usual—because of the distinctive appearance of the container and the fact that it is never found in the company of low priced products.

Write today for information to

A. A. Lubersky, Sales Manager

The S. K. Smith Company
2857 North Western Avenue, Chicago

P. S. In quantities of 5000 or more we have built SMITHCRAFTED containers at a cost to the customer of 30 cents and up.



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TEAR CARD OFF HERE—NO POSTAGE REQUIRED

The Egyptian Lacquer Mfg. Co.

90 West Street, New York, N. Y.

5

Gentlemen:

Please send us further information about Egyptian
Paper Coating Lacquer.

We are particularly interested in a finish for _____
(Labels, Cartons, Etc.)

We want to apply by :

Coating Machine or (please state)

Name _____

Company _____

Address _____

City _____ State _____

Postage
Will Be Paid
by
Addressee

No
Postage Stamp
Necessary
If Mailed in the
United States

BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 2035 (SEC. 510 P. L. & R.) NEW YORK, N. Y.

THE EGYPTIAN LACQUER MFG. CO., Inc.

90 West Street

New York City

Beauty THAT SELLS



QUALITY in any product is important. So is the appearance of the package. A quality product should be given every advantage and there is nothing better than EGYPTIAN Lacquer, the "Beauty That Sells", to add the final touch of attractiveness to your package.

Cartons, Labels, Displays, Booklet Covers, etc., are all improved in appearance when coated with EGYPTIAN Lacquer, the same durable finish that is used on automobiles, furniture and many other industrial products.

EGYPTIAN Lacquer is a water-white cellulose finish that is unaffected by moisture, alkalies, alcoholic beverages and climatic conditions. It dries immediately and stays dry. It never softens or becomes tacky, and it does not readily scratch or mar. Compare these few advantages with other types of coating materials.

Investigate EGYPTIAN Lacquer, the "Beauty That Sells". The attached card is for your convenience. Return it today and get complete details of this new finish.

**The EGYPTIAN LACQUER MANUFACTURING CO.
90 WEST STREET, NEW YORK**

THIS INSERT IS TREATED WITH ONE COAT OF EGYPTIAN PAPER COATING LACQUER

HB L. Butcher



CROWN deep hooked shaped thread CAPS

improve your package



World's Largest Makers
of Closures
for Glass Containers

TIGHTER SEALING. Your product remains as you made it. Consumers get all the original quality and flavor because the Deep Hook Thread gives greater down pull and seals tighter with the same application force.

UNIFORM SEALING. Every jar sealed perfectly . . . no faulty seals . . . no returned goods . . . steady consumer demand resulting from uniform high quality. Crown Deep Hook Threads are formed by a patented process. The metal is rolled and folded. It is not thinned by stretching. The caps fit and seal better.

EASY REMOVAL. Caps that consumers can remove easily make friends for your product and build increased sales. The Deep Hook Thread eliminates side wedging. Caps can be removed with minimum effort.

CROWN CORK AND SEAL COMPANY
Baltimore, Maryland

CROWN CORK & SEAL CO., Baltimore, Md.

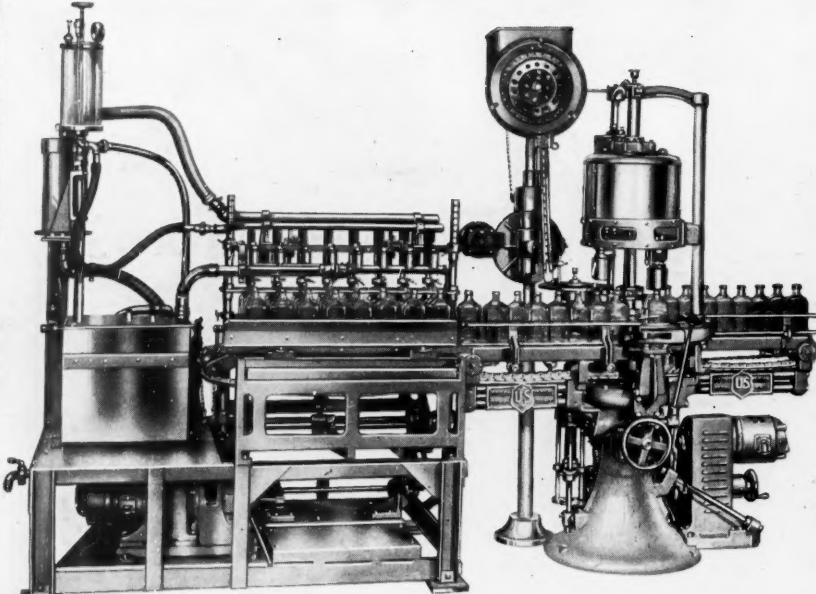
Send samples and prices on Crown Deep Hook Shaped Thread Screw Caps.

Size..... Liner.....

Name.....

Street.....

City..... State.....



Within the Space of 10 $\frac{1}{2}$ Feet and With Two Operators

YOU can do your bottle cleaning, filling and capping complete—handling easily 1000 cases per an eight hour day on our Eight Tube Straight Line Vacuum Cleaner and Filler, and our new Two Head (Micromatically Controlled) Automatic Screw Capping Machine, both of which are shown above.

This new U. S. Screw Capping Machine has just been developed by us, and is a two spindle Screw Capping Machine that will accomplish the production capacity only heretofore obtainable on larger and much more expensive rotary machines.

It has a capacity up to 70 capped units per minute, having only two spindles or capping heads requiring adjustment when changing from one size cap to another, simplifying and speeding up operation.

It is a fully automatic machine, with built in micromatic control for regulating speed of operation to synchronize with other machines in line.

**BOTTLING
and
PACKAGING
ENGINEERS**
Manufacturers of
Bottling, Packaging
and Conveying
Machinery

With this micromatic control and the aid of a registering scale it permits the setting of the machine in a few seconds to any speed desired. The micromatic control also operates in conjunction with hopper attachment so that the feeding of the various sized caps handled on this machine can also be readily adjusted.

Send for descriptive literature on this new Capping Machine.

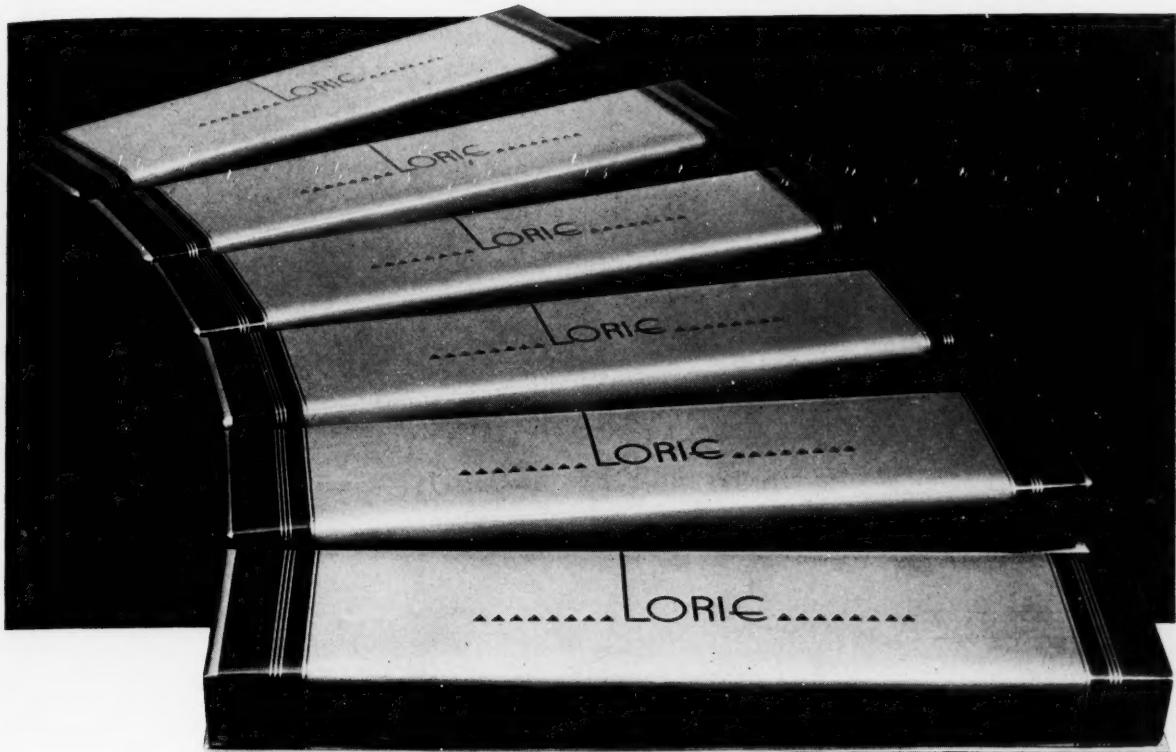
U. S. BOTTLERS MACHINERY CO.

4015 - 4031 No. Rockwell Street

— Offices in all principal cities —

Chicago, Illinois

YOU, TOO, MAY WANT A JOB WELL DONE . . .



United Drug Company needed a box—quantities of them at a given date—a quality wax-lined set-up box for "Lorie," a quality soap. Perfect printing on dull gold stock was required, and the box itself, to hold six heavy cakes abreast, called for engineering sense in construction.

WARNERCRAFT
THE FINEST WORD IN PACKAGING

Warnercraft packaging came through according to specifications—for quality, and delivery on stated schedule . . . a packaging job well done.

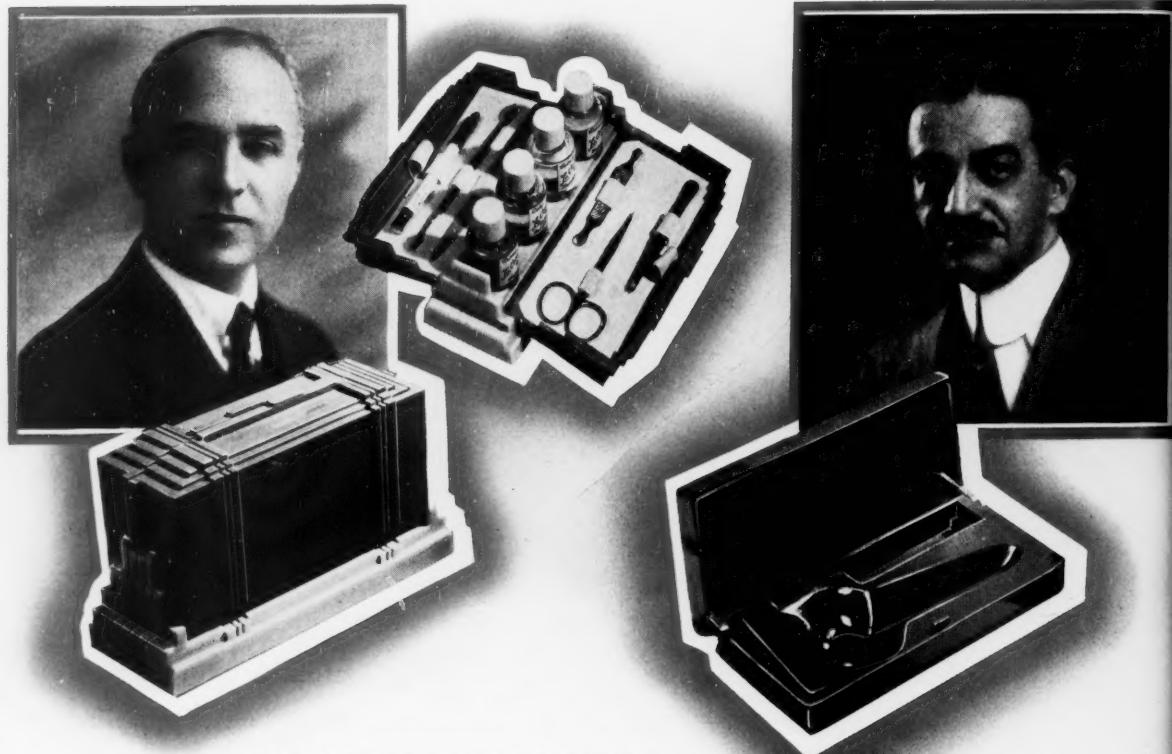
Perhaps you, too, need a packaging job well done from start to finish, in design, construction and delivery. Quotations gladly given for short runs or long runs, folding or set-up boxes.

THE WARNER BROTHERS COMPANY
BRIDGEPORT, CONNECTICUT

200 MADISON AVE., NEW YORK . . . ASHLAND 4-1195

PACKAGES AND MEN

Behind every successful package stands a man . . . versed in consumer habits, alert to changing trends, keen as a designer, working with one eye on costs and the other on sales. We present, below, two successful Mack-molded packages . . . and the men who created them.



Left: Mr. M. Schnefel, President of Schnefel Brothers Co., sponsors of the La Cross Beauty Kit, planned by Mr. Schnefel and Molded by Mack. Right: Mr. O. V. Rodrigues, Secretary of the Magazine Repeating Razor Company, whose superior device is merchandised in this equally outstanding Mack-molded box.

Next in importance to the creator-directive brain is the plant that backs it up. Here at the Mack Molding plant, with modern equipment and advanced methods, costs are low and quality uniformly high.

Write for samples of stock boxes.

MACK MOLTING Co.

MAIN STREET

WAYNE, N. J.

**LEADERS IN
MOLDED
PACKAGES**







PROTECTED

PROTECTED WITH LACQUER COATED PAPER*

Lacquer provides enduring protection. Its glass-like, gleaming finish repels dust, dirt, grease, and fingerprints. Lacquer does not soil easily, but if it becomes soiled it can be washed with ordinary cleansing agents, for lacquer is unaffected by water, soap, or alkalies. Lacquer coated wrapping assures factory freshness of product and package even after many months delay at warehouse or retail store. To keep your product fresh . . . to reduce costly deterioration of merchandise between factory and user, investigate lacquer as an effective but inexpensive protection. Ask your paper or package maker about lacquer coated papers.



There are many good lacquer coated papers available for packaging purposes, and the advantages of lacquer can be given to most any paper by coating either before or after printing. Lacquer will not become tacky . . . nor will it cause inks to "run" and discolor. This advertisement is printed on Dennison's No. C119—Super Finish — Magenta — Medium Weight. The other side of this sheet is lacquer coated.

COMMERCIAL SOLVENTS CORPORATION

230 PARK AVENUE, NEW YORK, N. Y.

NOTE: While Commercial Solvents Corporation does not manufacture lacquer, it supplies the coatings industry with important materials—Butanol and Butyl Acetate C. S. C.—which are determining factors in lacquer quality.

the P E R F E C T C L O S U R E

FOR MAYONNAISE AND MAYONNAISE PRODUCTS

All of these packages sealed with 27 inches of vacuum by "WHITECAP" Vapor-Sealing process—the only method in the world by which this high vacuum condition can be obtained and not affect the consistency of mayonnaise products.

WHITECAP



COMBINATION
TOPSEAL
AND SCREWCAP

"WHITECAP" Vapor Vacuum-Sealing preserves mayonnaise fresh and sweet—free from rancidity and oxidation—prolonging its life and eliminating returns.

TO OPEN
Pry up

W H I T E C A P C O M P A N Y

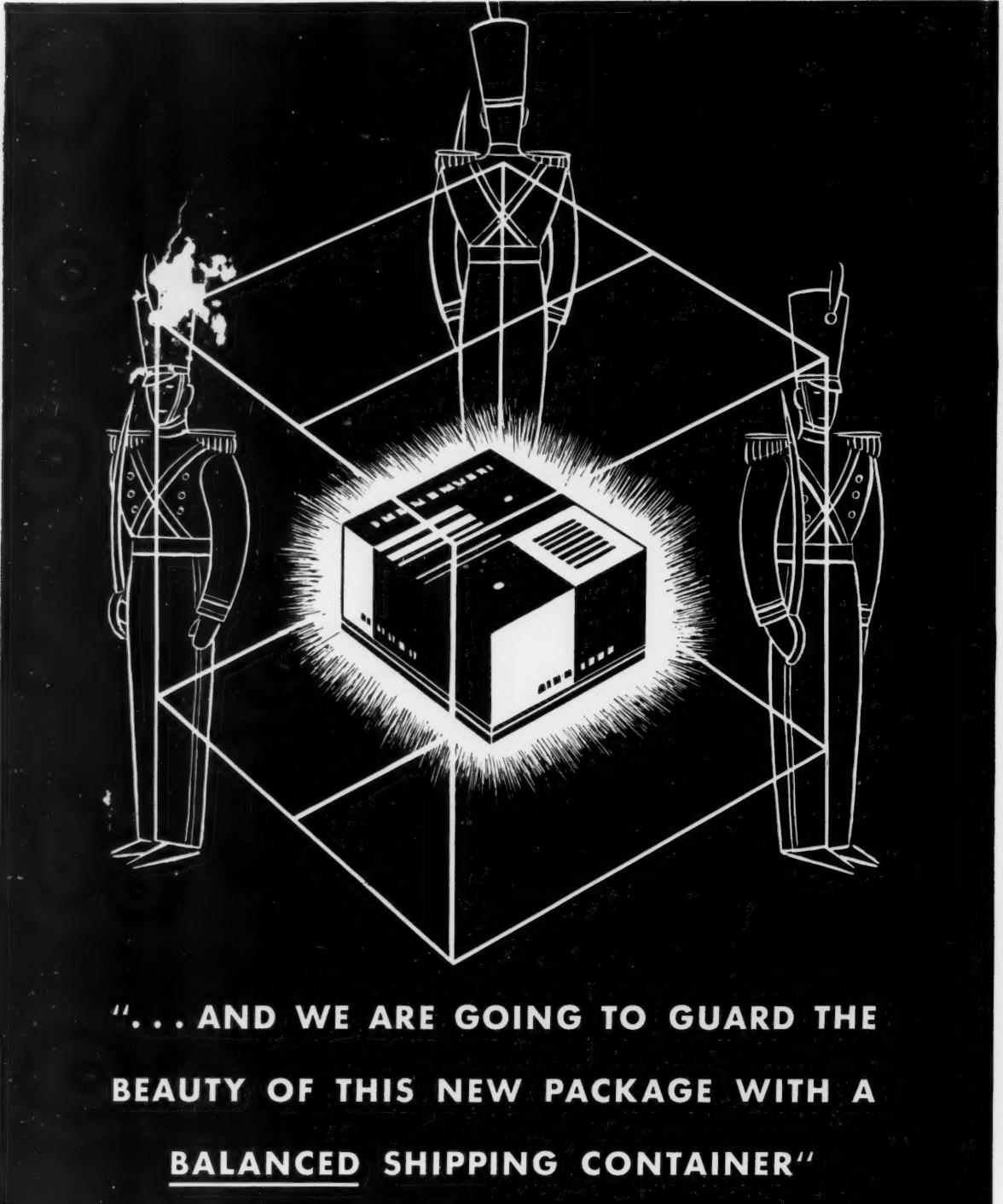
New York

CHICAGO

London, England

TO RESEAL
Press on

W H I T E C A P S



**"... AND WE ARE GOING TO GUARD THE
BEAUTY OF THIS NEW PACKAGE WITH A
BALANCED SHIPPING CONTAINER"**

CONCORA corrugated and solid fibre shipping cases are *balanced*
to resist *all* hazards of transportation—including crushing forces.

CONTAINER CORPORATION OF AMERICA
GENERAL OFFICES—111 WEST WASHINGTON STREET, CHICAGO, ILL. • MILLS AND FACTORIES AT STRATEGIC LOCATIONS

HY-SIL ANNOUNCES CRYSTAL-TEX

A NEW AND UNUSUALLY
ATTRACTIVE FORM OF
TRANSPARENT CELLULOSE

Here is the finest decorative wrapping or padding material you have ever seen . . . gleaming, colorful Sylphrap so processed as to catch every ray of light and reflect it to the advantage of your product.

Crystal-Tex is available in sheets or rolls . . . in every desired color. Crystal-Tex is new, yet already it has proved its ability to raise sales and gain increased display. Write, wire or phone for sample sheets and price lists.

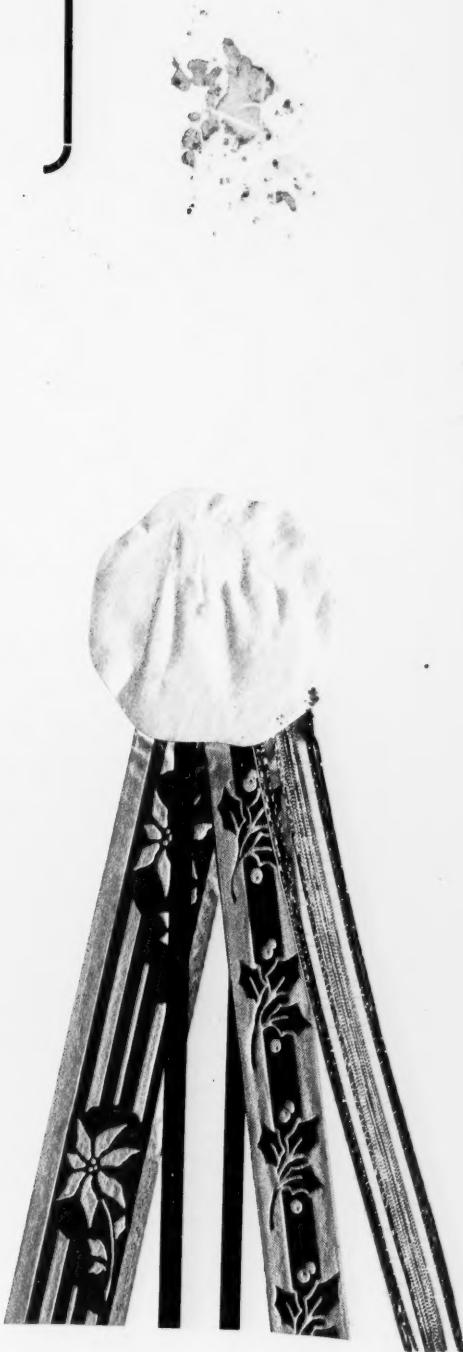


HY-SIL RIBBONS

These Sylphrap and fabric ribbons, in all the colors of the rainbow, provide a perfect package tie. Combined with Crystal-Tex they give your product an otherwise unattainable air of distinction. Send for samples.



**HY-SIL MFG. CO.
REVERE, MASS.**



In your battle for sales

**MAKE YOUR PACKAGE
A SALESMAN, TOO**



Classic oblong design patent 94824



● The *appearance* of your package is tremendously important to the success of your product. OnIzed designs, which are the result of skill and care in a hundred details of production, assure sales power all the time your products are displayed. The clearness of OnIzed containers—the exceptional strength—the accuracy of capacity and external dimensions are the result of many expert production methods. For *complete packaging service* place your entire packaging problem in the hands of Owens-Illinois. Container, closure, label design, carton design and shipping container, all are geared to *make your package a salesman, too.*

OWENS-ILLINOIS GLASS COMPANY, TOLEDO, OHIO.

OWENS-ILLINOIS
COMPLETE PACKAGING SERVICE

MAY 1935

VOLUME 8 NUMBER 9

MODERN PACKAGING

BRESKIN AND CHARLTON PUBLISHING CORPORATION



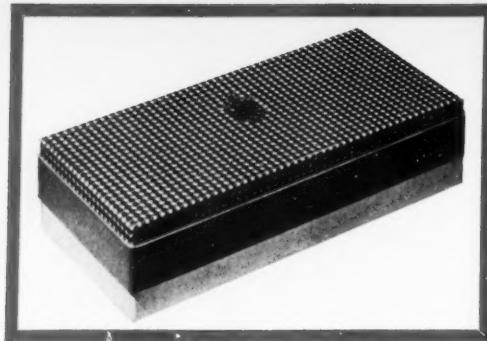
Taking the Package Pulse

IT is not to be inferred from the title of this article that packages are failing or in any way approaching a critical condition which would require remedial measures. Rather, the attempt is made toward an examination which will enable a determination of present package conditions in terms of their expected functions—an appraisal, if you will, of present trends in sales-making packages. The time is none too soon for the planning of those packages which will be called upon for duty six, nine months,

An inexpensive gift package for men as suggested by Owens-Illinois Glass Company

a year from now, and a review of what is offered, together with a study of actual and expected developments in the field, will be of assistance in that direction.

It is hardly necessary to point out that the product manufacturer today has at his disposal a wide selection of types of packages, as well as materials from which they may be made. His choice of these must be based on a sound appraisal and understanding of his market. He must know the reasons—and the more the better—why the public buys, and be able to interpret or translate them into the packages which contain his merchandise. He must determine—in so far as is possible—whether his package complies with the requirements of those who may buy his product. Should any of the essentials be lacking, he must lose no time in supplying them, for competition takes no account of his convenience. Even then, arriving at a satisfactory solution of his packaging problem—creating and producing a package which fulfills every condition—he cannot conclude that his work is complete for all time. For such things as styles, habits, likes and dislikes change con-



★ Simple construction with harmonizing color shades attained good display. Courtesy of Wm. Buedingen & Son

stantly, and it is to meet these conditions that the manufacturer must plan for corresponding changes in the design of his package.

Of direct assistance in keeping the package keyed to its market is the fact that design has progressed to the point where it not only meets the requirements of convenience and attractiveness but, in many instances, anticipates future needs. Besides this, there has been a constant improvement in the "tools" of the package—materials and methods of assembly—both as to quality and diversity of those available. The study presented takes account of these factors. The opinions expressed have been obtained from several sources: suppliers of packaging materials, designers and users of packages; and so interpreted, it is hoped, as to be of service at this time when package plans are being made.

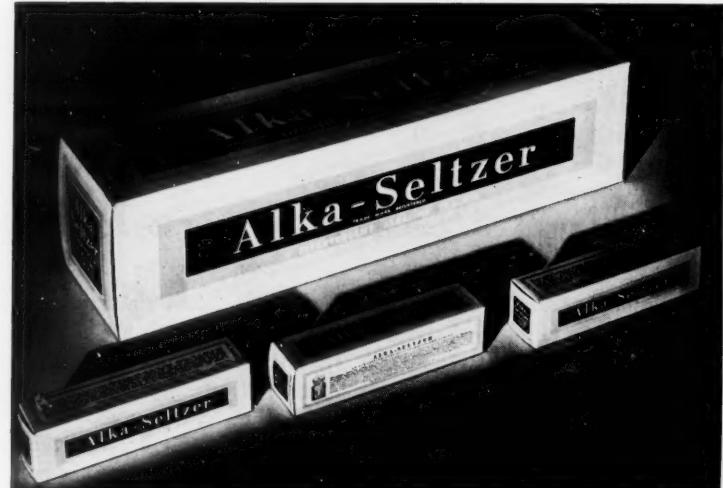
The consumer is now no longer satisfied with a box that merely serves to hold the article; preferring rather a fitting companion for the merchandise displayed. The dull, drab set-up box has been replaced by packages decorated with high gloss flints, pyroxalins and foils, all of which reflect the business optimism of today. These papers began their popularity in early 1934 and have been in demand since. The 1935 holiday season will see them almost universally used.

Present trends call for a re-usable box and one that will display the merchandise to full advantage. The general run of packages are simple in construction but are so designed as to attract the most scrupulous buyer.

Bright, harmonizing shades of papers used with gold and silvers have made them so.

An important phase of box and display designing is the direct relationship that exists between the box and the merchandising of the product involved. No longer does the manufacturer look for a box just to house his product. The box is a definite vehicle for sales, and the manufacturer views it as part of his general merchandising scheme. Into this scheme the box must fit just as surely as do the advertising plans, or the selling policy. Very frequently the box will develop the merchandising idea, as in those instances where the unit of sale is increased by the use of a different type of box. Into this category fall boxes that have such predominating vogue during the holiday season. The manufacturer is able to sell groups of products all suitably displayed in a single box. At this point it should be stated that sometimes too much emphasis has been placed upon the utility or dual purpose idea, the result of which has been the development of boxes that are extreme in their relationship to the product displayed. After a box has been designed as one that definitely stands out as the best type of box in which a product is to be displayed, then if the box can be made to have an extra utility value, so much the better. But to design a box by giving first consideration to its utility value, and giving second consideration to the box as a container for the merchandise it is supposed to help sell is like putting the cart before the horse.

★ Jumbo display cartons duplicate standard sizes in appearance. Courtesy American Coating Mills, Inc.



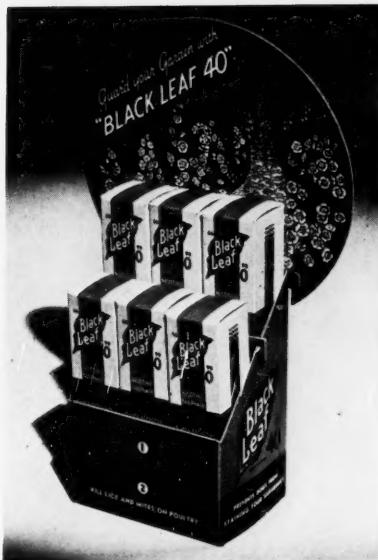
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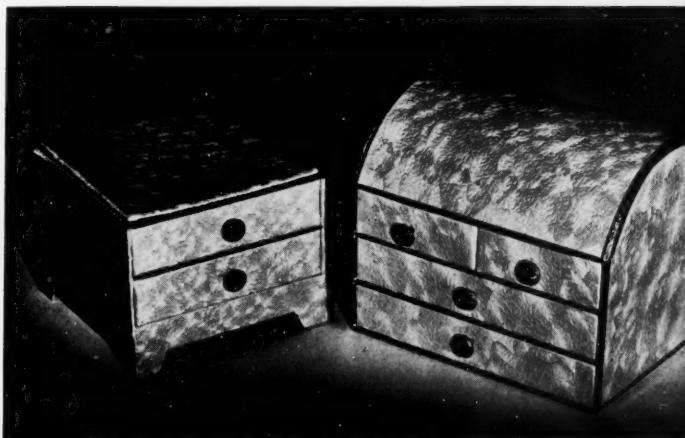
In designing of cartons and displays, the trend is toward simplifying both designs and constructions. A great many so-called trick folding boxes and displays have been found entirely impractical in actual use, and are being superseded by redesigned cartons, leaving out the frills on the designs and eliminating the kind of instructions which necessitate a blueprint to enable one to put them together.

Other trends to be noted are: The increasing use of spouts and pouring devices; the lesser number of colors used today on cartons; the use of puzzles and pictures suitable for collecting by children—these innovations being due largely to radio propaganda—and the continually increasing use of laminated paperboard, especially with asphalt or other moisture or airproof films embedded in the layers of stock.

It is well to make the individual carton as attractive to potential consumers as possible. However, dealers of all kinds and sizes seem to need some additional stimulus to place one or more of the actual packages out on their counters, show cases, aisle tables and in their windows where, because of the open display thus effected, sales will be made on the impulse of the moment consumers see the product. The development of the counter display has come from the wooden or corrugated shipping container, in which a unit of six, one dozen or other standard unit was used. Thus the counter display was supposed to serve both as a shipper and a display unit. The weakness of this line of reasoning



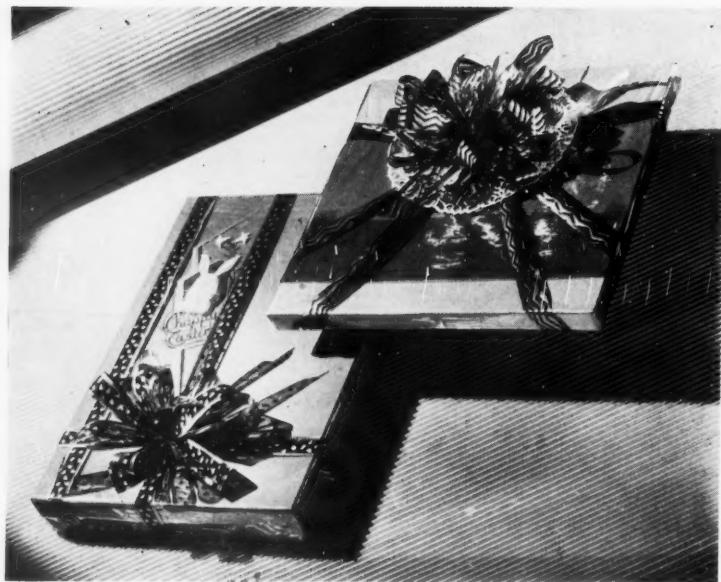
★ Serves both as a display and dispenser for small sized packages. Courtesy of The Richardson-Taylor-Globe Corporation



★ Compartment boxes enable sales of additional units. Courtesy W. H. Deisroth Company, Inc.



★ Meeting generous support from sporting goods dealers, this counter package enables open display of product. Courtesy of The Richardson-Taylor-Globe Corporation



★ Modern patterns in transparent cellulose ribbons and attractive dress. Courtesy Freyberg Brothers, Inc.



★ Above: Canned garters in a smart, well decorated metal box. Courtesy American Can Company. At right: Appropriate gift box with inner cover of printed transparent cellulose. Photo courtesy of Owens-Illinois Glass Company

lies in the fact that while the retail dealer may customarily buy a specific product in units, say of 24, it does not logically follow that he will give open display space on his valuable counters to the display of 24 packages of one product, no matter how attractive the display container may be. Open display space is at a premium and the dealer's own selfish interest prompts him to display as many different products as possible, in order to suit the tastes of a wide variety of consumers, rather than confining the open display to a relatively large number of identical packages.

This has necessitated readjusting some of the former thinking, for, obviously, if a dealer treats an attractive though expensive display container, holding 24 packages, simply as a shipping container, unpacking it on receipt and storing the 24 cartons on shelves, in drawer bins, etc., and discarding the display, this represents an economic loss for the manufacturer and he must try some other method to insure getting his product out on open display. And so the intelligent manufacturer now reasons that it is unquestionably more profitable to furnish the dealer with a counter display holding one, or not to exceed six, packages, than to continue using the display container, holding 12 or 24 packages, which practical experience has taught him fails in its display objective.

A further cause for this changed



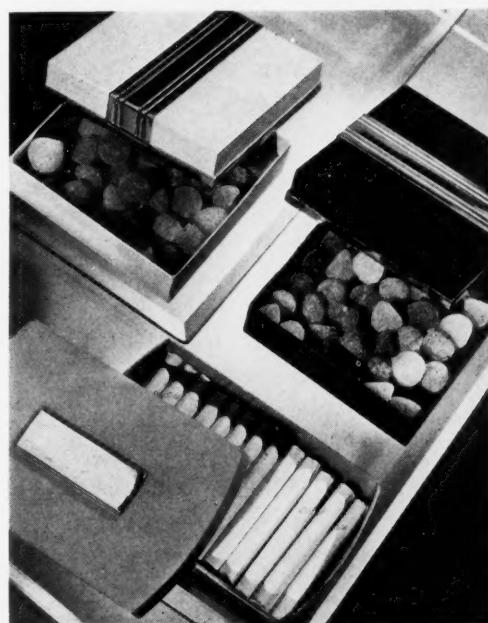
thinking is the dealer's desire for something new and attractive to generally enhance the appearance and attractiveness of his store interior. Many a manufacturer has purchased a six months' or a year's supply of display containers, rather than a 30 or 60 day supply, in order to secure the benefits of a lower price, in the larger quantity. Possibly when the first shipment arrives at the retail store the dealer may be encouraged to openly display it. However, as the weeks go by, and succeeding shipments arrive in the same display container, it has no novelty or attraction for the dealer, and he discards it without the slightest hesitation.

A suggested "ideal" would be: invest less money per display unit, but change them often enough so that the dealer's interest will be maintained, and he will be glad to display them. The display should feature no more, or no less, than one package, and the design should focus the eye of the prospective consumer on that one package. Further, the display should be of a size so that it could be shipped in the corrugated shipping case, and would be the first thing the dealer sees, when he opens up the shipment. Simplicity of construction and ease of setting it up are paramount factors in getting the display used. As to the number of changes, this depends upon the product. In some cases, with fast moving products, it might be profitable to have a new display each month. In others, four changes a year, each devoted to a seasonal appeal or tie-up, would be preferable. But whether there be 4, 6, 8 or 12 changes a year it is a safer bet than simply taking it for granted that since the product has always been packed 24 units to the case, make the display container to hold that number, and buy enough of them so the price will be low in that aggregate.

Noticeable in the label field is a definite swing toward the use of metallic labels. It is evident that the very nature and character of metal material demands a certain simplicity, and experience has proved that the simpler the design, the more effective the label. This may be largely due to the fact that metal itself intro-

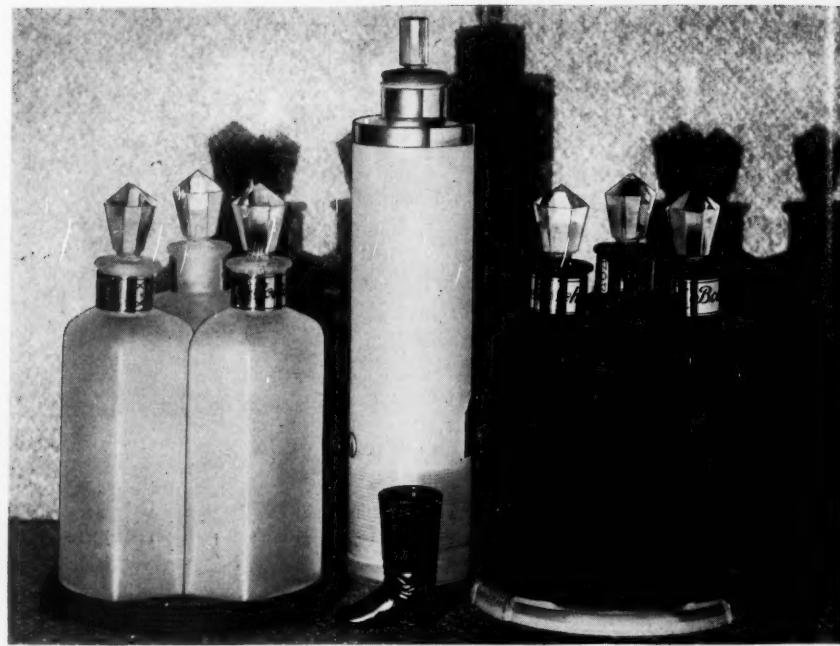


★ How about designs by the applied color lettering process?" as suggested by the Owens-Illinois Glass Company

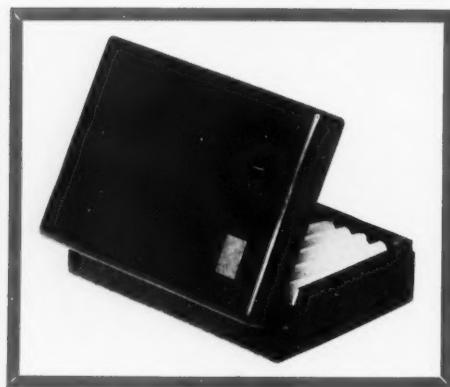


★ Above: Re-use applications for die cast metal boxes. Courtesy of Doeher Die Casting Company. Left: Always acceptable, lithographed metal containers such as these find constant re-use. Courtesy of American Can Company

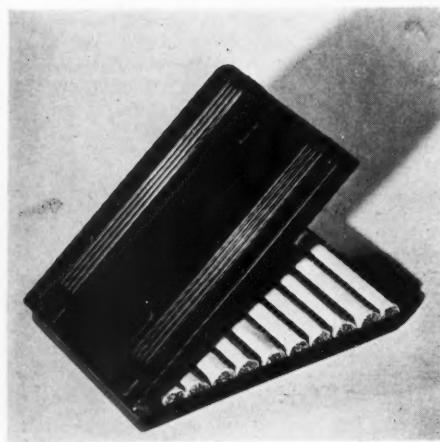




★ Male gift problems are often solved when translated in glass packages. Selection suggested by Owens-Illinois Glass Company



★ Stock molded box as produced by Northern Industrial Chemical Company



duces a rich and striking element which cannot be overlooked and must be considered as the essential part of any design. In this respect metal labels differ from paper or metal imitations.

Apart from the metal factor, there has been a definite trend toward simpler designs with special care given to good lettering and tasteful color schemes. Needless to say, such a trend is always most encouraging to the designer. Yet, there always will be cases where it is necessary to compromise, especially where a certain label design has become known over a great number of years, making the manufacturer hesitate to adopt any radical departure. He is, however, usually willing to gradually improve his label.

Similarly, metal cartons, wrappers and sleeves are particularly adapted for packages, lending themselves to the dressing up of tobacco, cigarettes, whiskey, fruit cake, box candy, hosiery, gloves, ties, etc. The manufacture of Christmas seals in many new designs has likewise contributed to the increased use of metal in packaging and labeling.

Food packers and manufacturers apparently lead in the volume of bags used which, of course, would indicate that their acceptance is greater. A large number of the bags falling into this classification are those sold to retail grocers by paper jobbers and wholesale grocers and are used for the store packaging of bulk items. Second in line comes confectioners; third, drugs; fourth, nuts; fifth, potato chips and sixth, baked goods.

Approximately one-half of the transparent cellulose bags purchased are printed. While there seems to be

★ Another molded box—this by Boonton Molding Company—which is adaptable for many purposes



★ Birds-eye maple vanity chest and compartment cigarette box in walnut indicate latest achievement in wood re-use packages. Courtesy The Pilliod Cabinet Company

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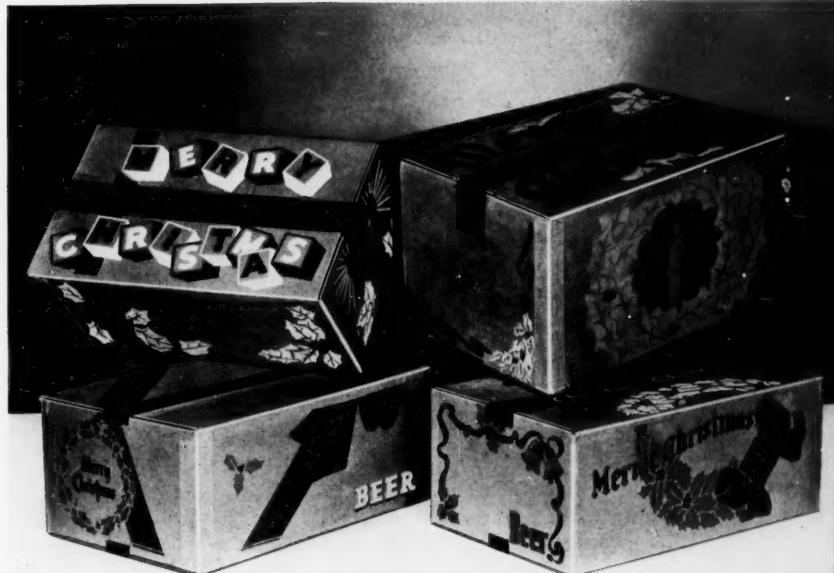
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This is important, for in the early days of transparent cellulose printing, the customer was inclined to insist upon an exact duplication of an opaque package design. It was extremely difficult, in some cases, to sell the customer on accepting suggestions for getting the maximum value out of transparent packaging by permitting the contents of the package to do the selling, rather than relying too much on the printed matter. This, of course, would tend to lessen the amount of package decoration, although with the use of more colors it is believed that designs are more attractive than ever before.

Printed transparent cellulose as a wrapping medium has its largest outlet in the meat products division of the food industry. Closely occupying second position comes the confectionery industry. Here, the use of printed cellulose finds its greatest diversification. The textile ranks (*Continued on page 117*)



Carrying a message of holiday cheer ★ these corrugated shipping containers attracted more than customary attention. Designed and manufactured by Owens-Illinois Glass Company, Corrugated Division

The Trend in Fancy Papers

NOW is the time when selections in designs and colors in fancy papers for box coverings and wrappings are being made for the balance of the year. Discounting those preferences which are dictated by specific conditions, it is safe to say that the average choice of such papers can be made along lines which reflect the present mode or style to be found in the things with which we surround ourselves. Good taste in the home, the clothes we wear and in our buying habits is expressive of today, and it is toward this trend that manufacturers of cover and wrapping papers have extended their efforts. So it is that we find the papers which have the greatest appeal are those that are devoid of unnecessary embellishment, often of a plainness that is of itself striking.

On the following pages are to be found, in color reproduction, many of the patterns which are offered by various paper makers—a cross-section of the selections which may be obtained during the present season. Among these will be seen some entirely new patterns, others which have made earlier appearance and still retain their popularity, as well as modifications of the latter group. Included also are certain printed designs on transparent cellulose, available as wrappings, and several ribbon ties in paper, cotton and transparent cellulose. The presentation, it is believed, will serve as a valuable guide to those manufacturers who desire a quick résumé of what the market offers.

Among the papers which can expect good acceptance may be listed the following: foils in various weights, colors and embossings; cork and wood effect papers; plain enameled and high grade flints; over-all and embossed designs. As an expression from the field MODERN PACKAGING quotes the following opinions obtained from outstanding manufacturers.

"With a fresh point of view and a lively sense of prevailing fashion, new box papers show all the plus signs of package attractiveness. To fit into the scheme of new things they have great variety and versatility. Design is excellent. Patterned papers show small, simple and well-bred designs, some with the charm of the crinoline days but many more in a modern key. They are distinguished by a quiet restraint and plainness. Plaids and checks continue popular but they have a definitely new feeling; flowers are more natural in treatment.

"Embossed papers are very different. In style they are varied—some have a rough kraft quality like straw, bamboo, matelasse, ribs and other textures, while others have all the elegance of a fine silk ribbon.

"Plain papers show fine finish and are of extreme importance in the new tailored mode. Color is of greatest importance and color combinations are both thrilling and courageous, but very dangerous. A good color sense is a necessity, for the safe monotone is a thing of the past. Color may be vivid, pleasant and brisk, or

it may be subtle. But it must always be unusual. All white and off-white in large areas continues good and for contrast there is a large range of new clear, bright colors. Blues are shown in greater variety. Many warmer effects employ pinks, roses and yellows, all definitely different and new. Metal is everywhere—plain, shimmering through patterns and interwoven in new ways. Gold grows more popular.

"New papers definitely change the appearance of the package world and there should be little difficulty in building a distinguished abode for the most exacting product."

"Small decorated motifs are still in demand with occasional preference for something larger. Platinum and silver are being used much more than gold and it can be anticipated that this trend will continue. Shiny, printed papers and plain papers still hold the spotlight. Embossed decorated papers are being used a great deal more than printed decorated papers and this condition will probably continue. There evidently is a slight indication that people who have been using plain papers are interested in switching to fancy papers but to date there has been no big movement in this direction. Should business continue to develop for the rest of the year, it is likely that this change to fancy papers will be accelerated."

"Solid colors in coated papers with new embossing patterns are being sold today in the greatest volume. Metallics, of course, are used both plain and embossed. There is a tendency, however, for the decorative paper to be used more than last year and the design of the decorated paper is becoming more and more large figures instead of the very fine delicate designs. Brighter colors are also being used. Men's clothes and women's dress goods are coming in with brighter colors and the writer believes that the decorated paper will follow this trend. Prices are a little bit better and the higher priced papers are being used more than last year."

"Without doubt pastel shades and simple designs will prevail to a larger degree this year. The better grade of flints in the pastel shades still are popular, and will be for some time."

"There is a trend away from some of the startling papers which have been used for the past few years and toward more subdued, but at the same time richer effect. So far as the colors themselves are concerned, there seem to be six or eight colors which are practically standard. These colors may vary in depth, but generally speaking they go along about the same from year to year and they are chosen by the buyer to go with some other color effect which he is using or to appeal to a certain class of buyer."

"In velours, solid dark colors will be the fashion. New shades such as Burgundy, Porto, Hungarian green are due to come to the foreground because they are new and very attractive. (*Continued on page 102*)

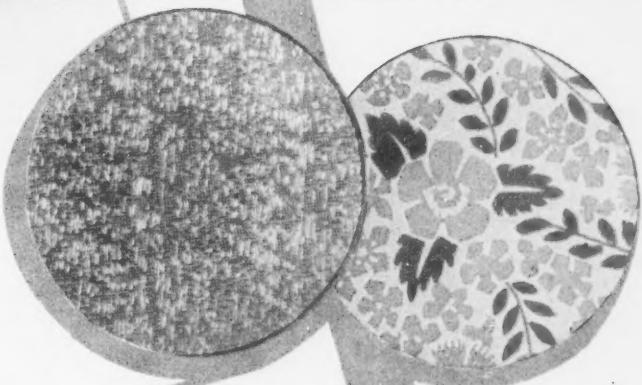


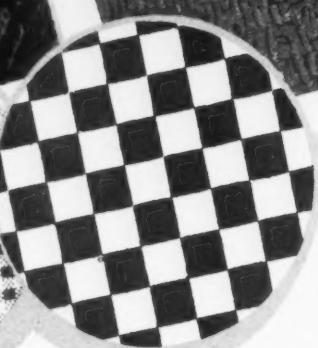
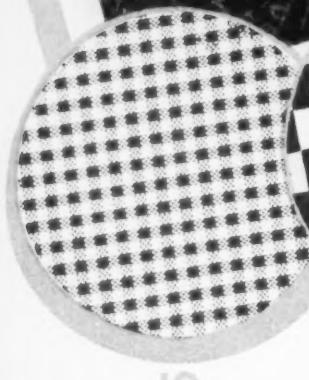
THE FANCY PAPER GAME



If you have the cards and know how to play them, you'll make a worthwhile score. Likewise, in the merchandising game—in the packaging of your products—you must be "in the know" in the selection of box-cover papers, wrappings and other decorations. From this season's crop MODERN PACKAGING has selected colorful and interesting examples which will "play the game" during the ensuing months.

(1) Japan Paper Company. (2) Hazen Paper Company. (3) Louis DeJonge & Company. (4) Middlesex Products Company. (5) C. R. Whiting Company, Inc. (6) Hampden Glazed Paper & Card Company.



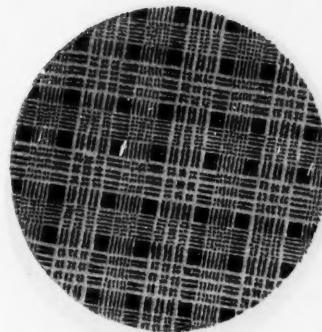


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(1) The United Manufacturing Company.



(2) Ben-Mont Fancy Papers, Inc. (3) Keller-

Dorian Paper Company. (4) Nashua Gummed &

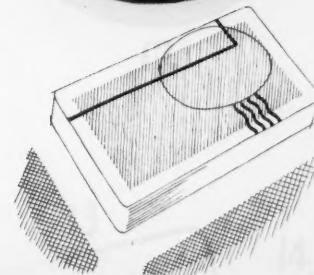
Coated Paper Company. (5) Keller-Dorian

Paper Company. (6) Charles W. Williams &



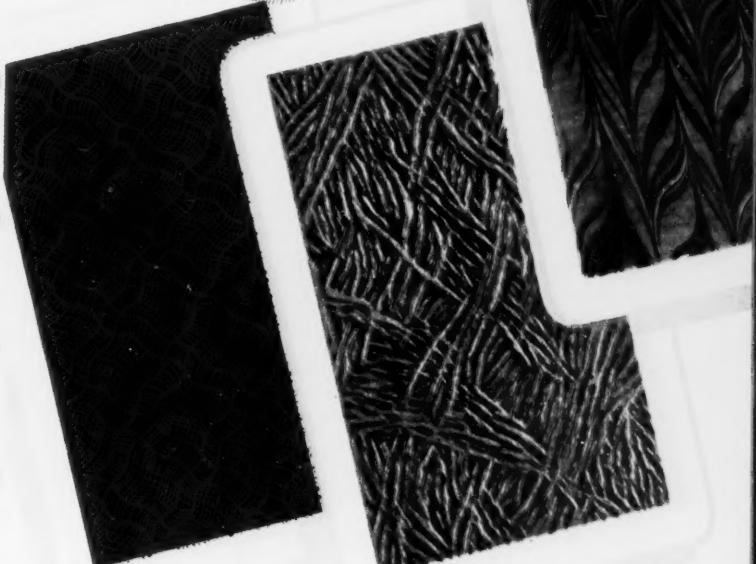
Company. (7) The Marvellum Company. (8)

Royal Cord & Paper Company. (9) Charles W.



Williams & Company. (10) Charles W. Williams

& Company. (11) Nashua Gummed & Coated



Paper Company. (12) Hazen Paper Company.

(13) Hampden Glazed Paper & Card Company.

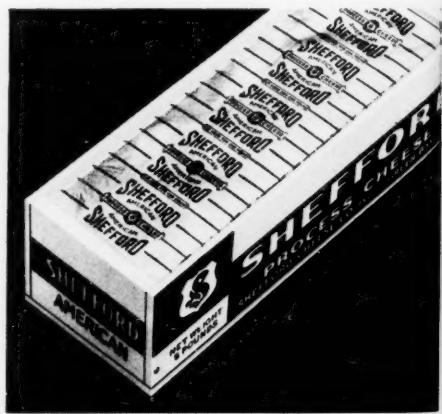
(14) C. R. Whiting Company, Inc. (15) Japan

Paper Company.



ALUMINUM FOIL ADOPTED by another leading food packer

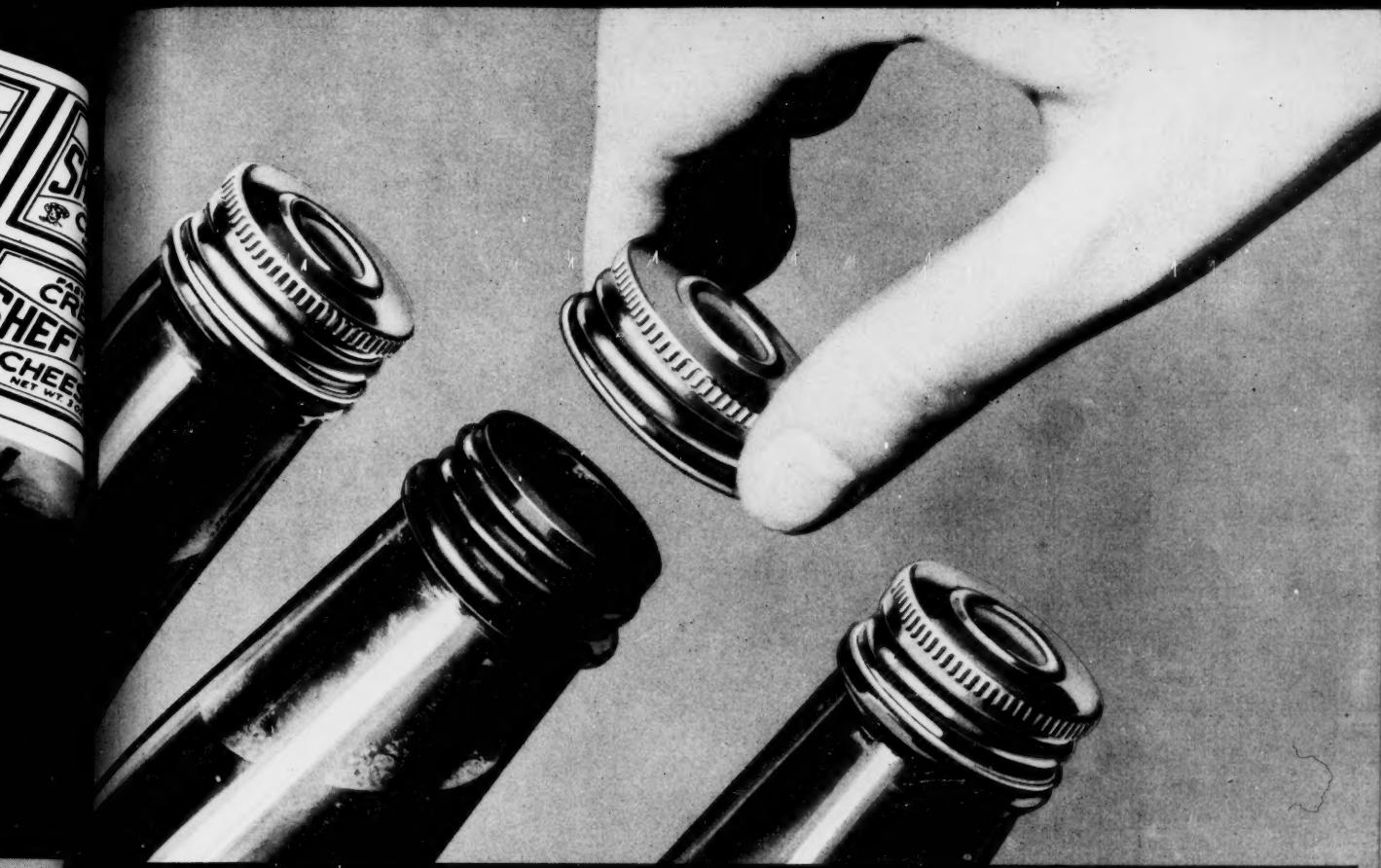
● Whatever food you package, it pays to protect it from light, heat, moisture, foreign taste and odors on its journey from plant to store, to home. The surest way to build repeat sales for your brand is to satisfy customers with true freshness and flavor. Alcoa Aluminum Foil seals your product in a wall of pure metal; keeps the goodness IN, bars undesirables OUT. It won't discolor; retains its eye-catching brightness in the store; and in the refrigerator, too, until the last bit of your product has been consumed at home. With all these advantages Alcoa Aluminum Foil is more economical, too. There's a lot more information to send, if you will write, ALUMINUM COMPANY OF AMERICA, 1829 Gulf Building, Pittsburgh, Pa.



All Shefford brick cheeses, too, are wrapped in Alcoa Aluminum Foil, with its newly developed odorless, colorless, protective coating. Write for information.

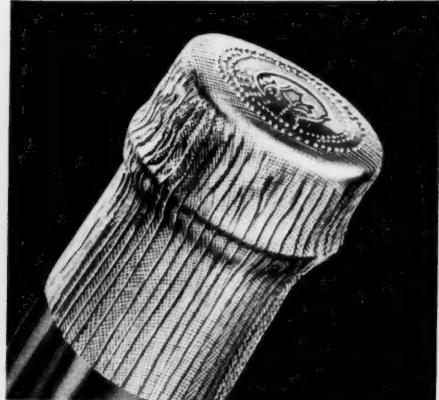


ALCOA · ALUMINUM



No Discolored Threads

BECAUSE ALUMINUM IS "FRIENDLY TO FOODS"

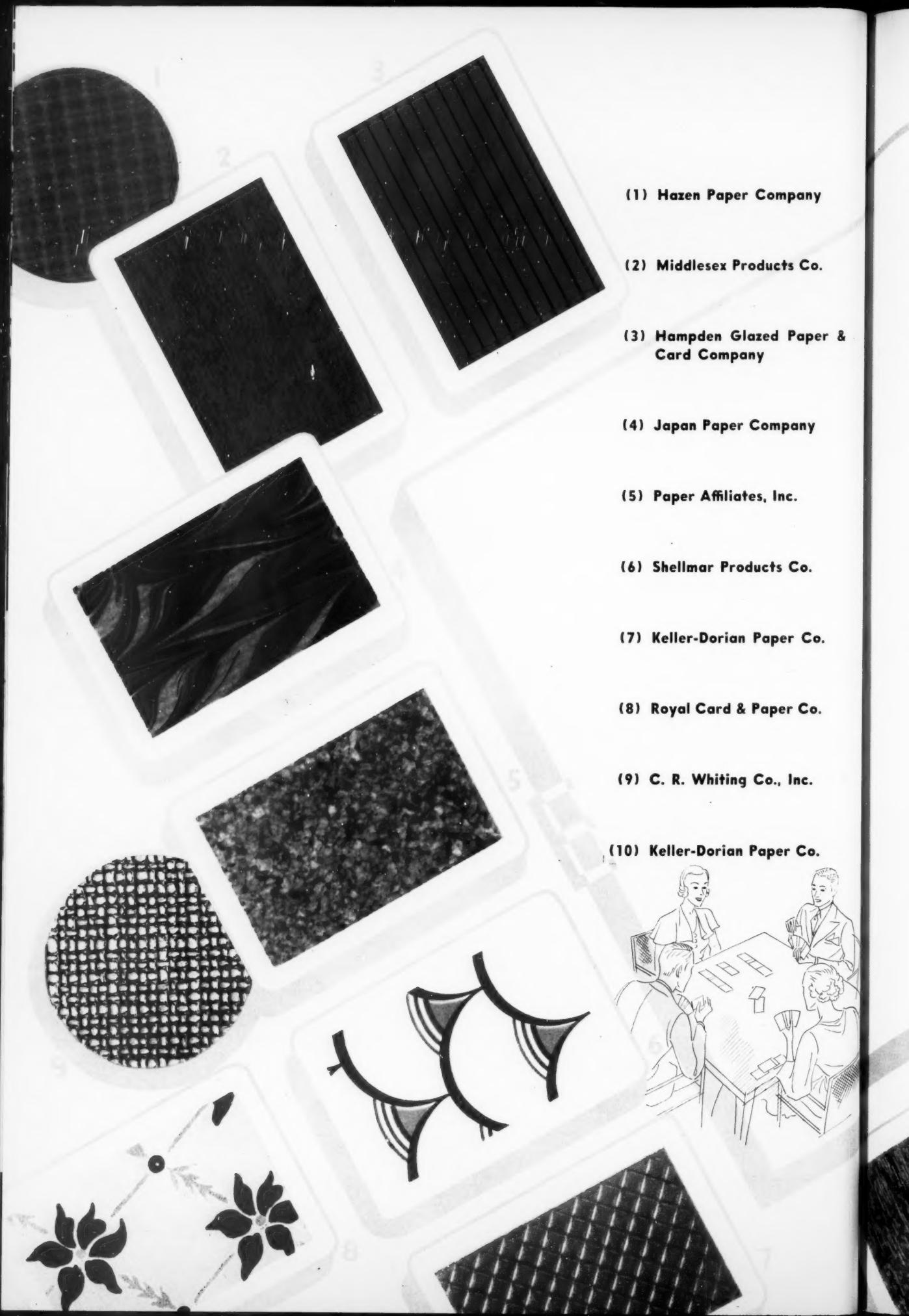


Beautiful Alseco Foil Capsules add richness and sales-appeal. Automatic machines cement them to your bottles, too; an economical way to guarantee genuineness.

● When you seal your *glass* food package, remember that Nature made Aluminum friendly to foods, it neither affects them, nor is affected by them. Hence an Alseco Aluminum R-O Seal avoids unsightly discoloration of your product on the threads of bottles or jars in use in customers' homes. Furthermore, the exclusive Alseco *Rolling-On* method assures protection of product quality. *This seal can hold even a vacuum!* Stationary top pressure seats the glass into the cap liner without turning or scoring. Then the plain metal skirt is "tailored" into the glass threads, so that the cap turns off and reseals as slick as ice. Made in all popular sizes. For the full economy story, write ALUMINUM SEAL COMPANY, New Kensington, Pa.

TRADE MARK  REG. U. S. PAT. OFF.

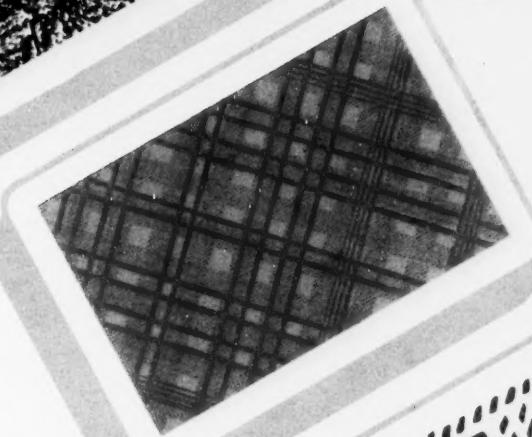
M Alseco SEALS AND SEALING MACHINES



(11) Shellmar Products Co.



(12) Louis DeJonge & Company



(13) Charles W. Williams & Co.

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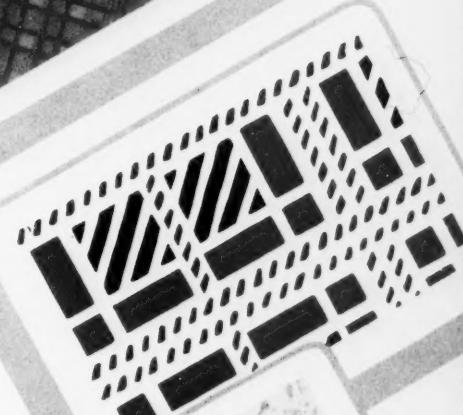
(14) The United Manufacturing
Company.



(15) Ben-Mont Fancy Papers,
Inc.



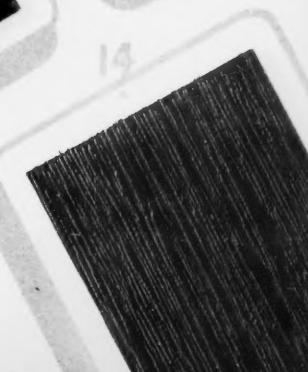
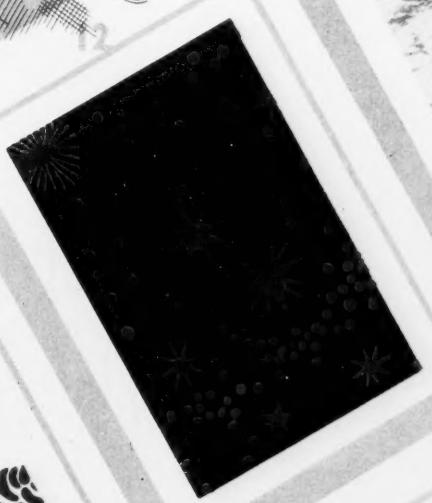
(16) Hampden Glazed Paper &
Card Company



(17) The Beveridge-Marvellum
Company.



(18) Nashua Gummed & Coated
Paper Company





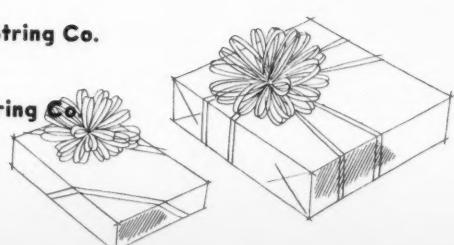
(1 & 2) Du-Tone Ribbon Corporation

(3 & 4) Freyberg Brothers, Inc.

(5 & 6) Japan Paper Company

(7 & 8) Chicago Printed String Co.

(9 & 10) Hy-Sil Manufacturing Co.



Progress of the All-America

A meeting held under the auspices of the San Francisco Advertising Club on April 24, Clarence Hestorff, account executive of McCann-Erickson, Inc., discussed the medal winners in the 1934 All-America Package Competition. Besides these packages there were shown several examples of Western origin and a number of others from Eastern manufacturers.

The All-America exhibit is to be shown on May 14 at the Los Angeles Advertising Club and from there will proceed to San Diego for a meeting of the Pacific Advertising Clubs Association on June 23.

The April issue of *Shelf Appeal* (London) includes illustrations of the 1934 All-America gold medal packages with interesting comment which is abstracted as follows: "To exuberant package specialists and cock-a-hoop manufacturers, who, having evolved a new label or two, imagine that packaging has now entered into

its own with their kind help, facts and figures on the recent All-America Package Competition, sponsored by *Modern Packaging*, will come as a cold douche.

"Were a similar contest held in this country; were such a contest retrospective to the extent of five years, *Shelf Appeal* would wager that to get 200 firms to enter would be no mean achievement.

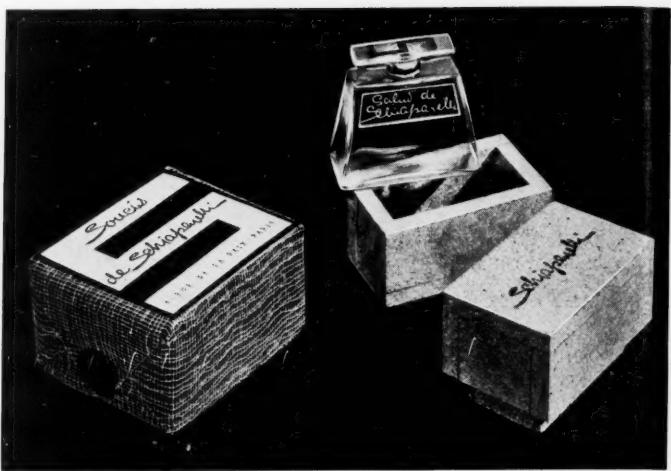
"*Modern Packaging's* contest was open only to packages introduced during 1934. It produced entries from 1,258 firms, which means a total of well over 1,000 new or redesigned products, it made a grand total of 6,200 individual units, an increase of 1,000 over 1933.

"While purists may quibble on the more abstract points of design and lettering of the winners, that the winning 51 show a quick and remarkable grasp of the technical possibilities of new materials, an eagerness to experiment, and a technical (Continued on page 116)



The San Francisco Advertising Club held an exhibition on April 24 of the All-America winners, together with other selected packages from various parts of the country

Madame Schiaparelli of Paris presents her new perfume with a flourish. The package—a cut glass bottle with small label, encased in a two-piece container of natural cork, and wrapped in navy blue paper on which is laid loosely woven cotton. Designed by Haughton James of McCann-Erickson's London organization



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Gift confectionery boxes designed by Jack Roberts of Paris. Illustration at right shows also mounted cut-outs of box cover designs as used for window display purposes. In outline on this and the opposite page are prints, also by Jack Roberts, of children's confectionery box wrappings



cross the Seas



Particularly well adapted for the purpose intended are these British "packs" recently designed by Norbert J. Dutton of Package Advisory Service of the Metal Box Company Limited, London. Product name and that of the manufacturer are simply and effectively expressed on each of the tins thereby attaining advantageous display value wherever shown

The MATERIALS OF PACKAGING

This is the eighth of a series of articles planned to better acquaint the users of packages and package materials with the processes by which they are produced and with the factors that enter into their specification and purchase. Previous articles have treated on Glazed and Fancy Papers, Glass Containers, Folding Cartons, Aluminum Foils, Tubes and Containers and Printed Paper Bags.

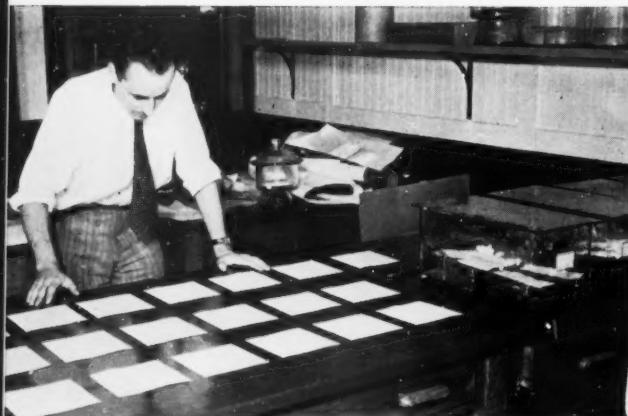
In this article we deal with the set-up paper box, one of the earliest forms of containers and which continues to maintain a high place among packages. For the photographs from which the accompanying illustrations were made we are indebted to the Dennison Manufacturing Co.



● Design is the initiative step in paper box manufacture



● Good practice dictates the proper testing of materials



● All component parts of the set-up box are scrupulously examined



● Board stocks are lined or laminated before scoring and cutting

8

SET-UP PAPER BOXES

THREE is little need to define the set-up paper box, for this type of container is among the oldest and best known of those packages which are in use today. While participating in many of the attributes of other types, the set-up box has its individual characteristics which place it in an effective position to perform those functions of protectability, convenience and merchandising of the products which it contains—the requirements of every successful package. These attributes may be briefly summarized as follows: strength in construction; low cost—considering small and large unit runs, diversity of sizes and treatments, they present a high value per dollar of cost; adaptability to varying sizes, shapes and covering materials, and consumer acceptance. The latter is based on the foregoing intrinsic values, plus proper design, after utility or re-use, and convenience, all of which connote a sense of quality of product.

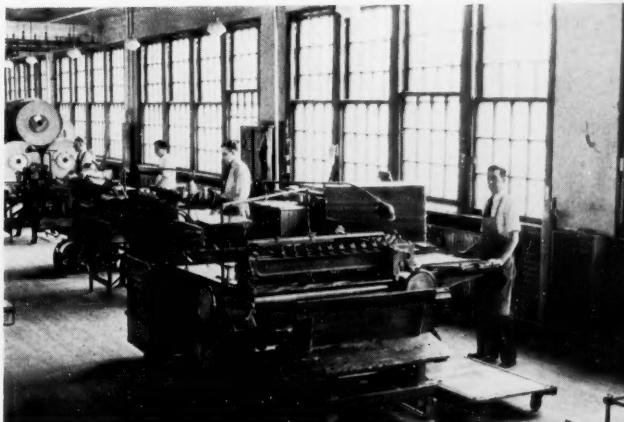
Generally speaking, set-up paper boxes are divided into three groups. The first is that of the two-piece box which functions as a low cost container for merchandise in transit and in stock. Here the diversity comes from size and strength rather than from art design. In the second group are found the machine-made boxes, which includes a wide variety ranging from what is commonly known as the two-piece solid wrap or bundle wrap style, with variations and additions of both pieces and fabrication, to exquisite containers with beauty of proportion, covering materials and art design. The third group is that of the "hand tailored" boxes in which beauty of design and proportion help to glorify the product on display. Generally these containers are most proficient in their re-use functions.

Within the range of the three groups, then, it is possible to obtain a selection that includes the simplest form of box, suitable only to hold and protect its included product, through the various stages of elaboration in construction and decorative design, and up to the de luxe type of container. And it may be stated, too, that the production of set-up boxes includes a similarly wide diversity of operations. On one extreme we have performance which involves little more than the ingenuity supplied by machinery for cutting, scoring and staying the boxboard blanks. On the other, we have the use of intricate equipment, ingeniously planned and

synchronized operations, both of which are preceded by or coordinated with the application of creative ability and experience which considers all of the functions that the specially designed package is to perform. This article considers, more particularly, the latter.

Let us assume that the manufacturer of a given product seeks a package which will provide the necessary impetus to win customer acceptance, taking it for granted, of course, that the product is such as to permit the use of a properly designed set-up box. Presuming he has at least a general knowledge of his potential market, the objectives which he desires and other pertinent facts concerning the merchandising of his product, he approaches or—it's not uncommon practice—is approached by a representative of a box manufacturer. If progressive—and we refrain from comment otherwise—this representative will obtain all the available facts pertaining to the product and its possible sales, probably will offer some of his own suggestions and submit his findings to headquarters.

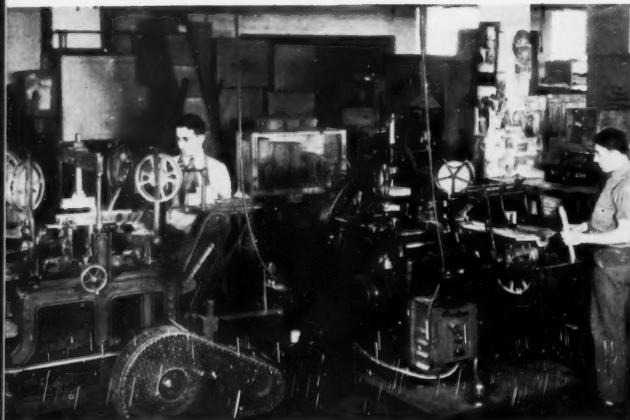
From that point on, our progressive box manufacturer pursues an orderly course bounded only by the



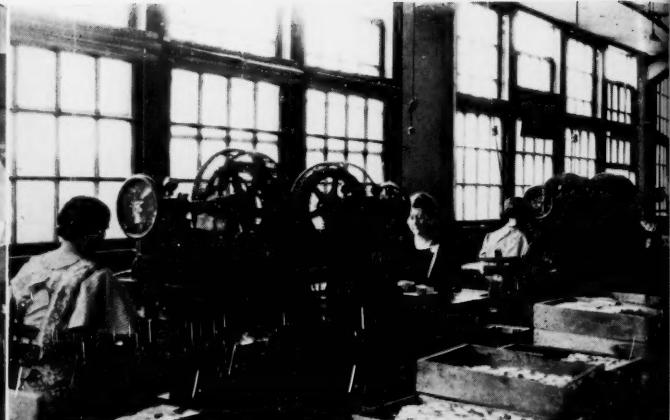
● Single and double scoring machines prepare the box blanks



● Power machines cut paper and board to the required sizes



● Boxes are corner reinforced on quadruple stayng machines



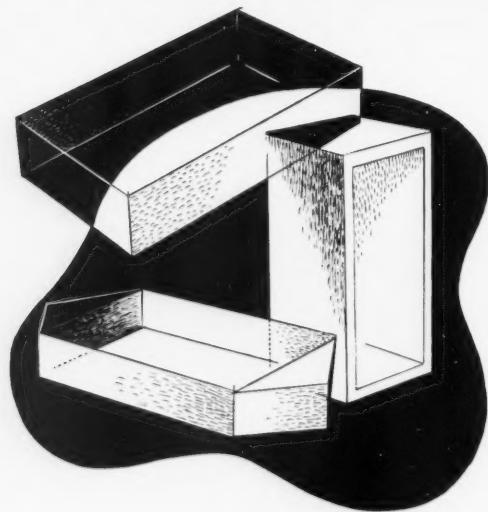
● Mitering or slotting of paper wraps to be placed on boxes



● Gluing and wrapping machines are found in all progressive box plants



● Carrier belts and hoppers for stayed forms with close-up of gluing machines



facilities of plant and personnel and within the limitations of price dictated by efficient operation and a cost for the package that is commensurate with the product and its expected sales.

First of all comes the design of a suitable package—the planning of the several elements which enter into the constructive and decorative features of the container. Here, a special department, which at all times coordinates with the subsequent production units, is at the customer's disposal. Here is given consideration to color, form, material, costs, etc.—all in terms of the objectives to be attained—by a group of experienced designers and those who have specialized in package design procedure. With the conclusion of all the findings necessary to the complete determination of the package, samples are prepared and submitted.

Before being placed "in work," however, our package must undergo another hurdle, and this time its component materials are placed "under fire." Which explains the reason why a thorough testing is given to each element that enters its construction. Board, cover and lining papers, adhesives, etc., are given exhaustive tests to prove their adaptability, not only to the various proc-



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esses through which they must pass while in the making of the package but to its ultimate performance in the store and the home. Here no effort is spared to build quality and durability into each package.

The several illustrations accompanying this article show consequential steps in the manufacture of set-up paper boxes. There are, however, many other operations that cannot be taken account of in a treatise of this sort which attempts only to give the high lights. While, in its simplest form, box making is a relatively uncomplicated procedure, the modern plant which undertakes the manufacture of several types and styles—such as are demanded by our present-day methods of merchandising—incorporates a vast quantity and complexity of equipment. One has only to consider the scope of operations which must be done to appreciate that this is so. The modern box making plant provides itself not only with adequate facilities for handling raw and finished materials and the necessary machines for performing every operation required in the fabrication of the box, but with equipment for printing, embossing, die-stamping and other work which is not limited to the business of box making.

Boxboard stock is received at the plant in rolls or sheets. In some plants, and in the making of certain types of boxes, the rolls are placed directly on the machines which perform in continuous sequence all of the operations necessary to the making of the boxes. However, it is more general practice to purchase the board in sheets, in which form it may be lined in special machines, with various papers to provide a desired interior finish. These sheets are then scored and cut to the sizes required for the box blanks. A subsequent operation at this point is that of reinforcing the corners of the formed blanks, this being done on single or quadruple staying machines.

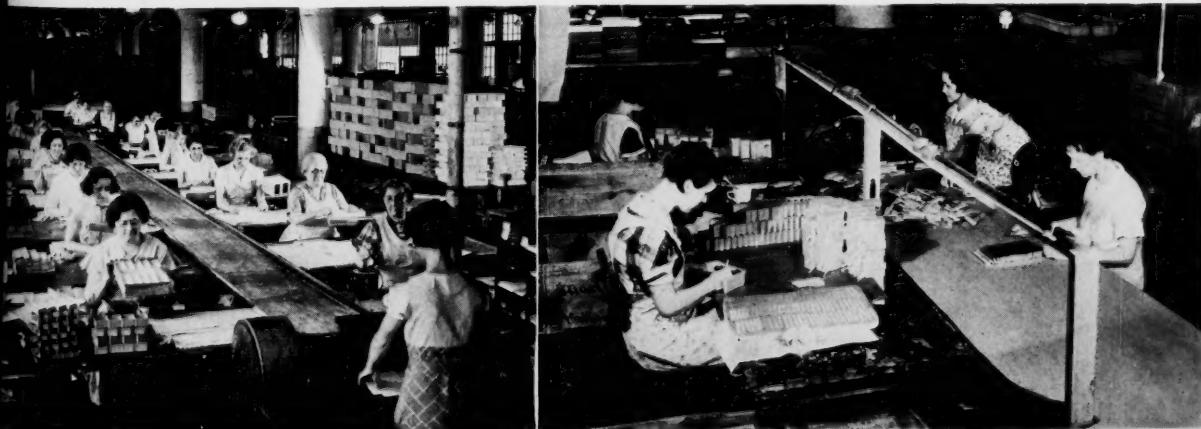
The paper wraps which are to be placed on the blanks or on the stayed forms may be either of specially de-

signed paper as supplied by the fancy paper manufacturers or printed at the plant to suit special requirements, and after being cut to size these are mitered on special machines to insure neat corners. The assembly of the wraps with the stayed forms to form the completed cover or base—the tops and bottoms of the boxes are made separately—may be accomplished by hand covering (the case in small runs or on extremely large boxes), by the use of hand fed wrappers or by specialized machinery. Some machines will take only stayed forms; others are equipped only for unstayed blanks.

While the equipment in each of these latter cases performs the actual work of wrapping and gluing, the hand operation of placing each wrap in position on the hand fed machines requires considerable dexterity and experience. But this is all in the day's work—a regular happening for those so trained in the craft, but a source of wonderment to the visitor who sees a constant flow of the neat, well-formed trays as the result of what seems to be little effort on the part of workers and machines. One is likewise impressed with the lack of confusion that exists as each operation follows that of the preceding one. For, at its best, the paper box plant holds, of necessity, little opportunity for good house-keeping, as interpreted by the nice Nellies. Just try cutting up a few thousand tons of board and paper some time and you will have an appreciation of the job that is faced by the floor foreman of a busy box factory!

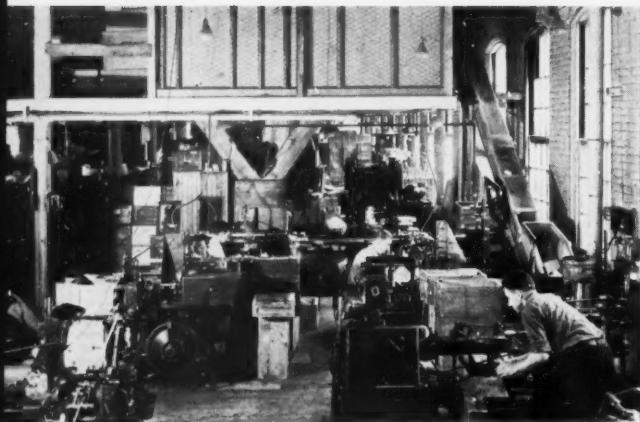
The foregoing descriptions have taken account only of the automatic or semi-automatic operations which take place in the well equipped box plant. Supplementing these is the work performed by operatives who hand assemble the various parts that make up the several shapes, sizes and types of boxes. We may find one group engaged in the comparatively simple work of assembling tops and bottoms of boxes, another on delicate work which involves the construction of a single part that is needed for the decoration of a specially designed

- Left: Hand box makers receive wraps from hand-fed gluer via a continuous belt
- Right: Hand-workers engaged in assembling boxes for which the various parts have been made automatically





● Operatives assembling (from belt supply) box parts manufactured on automatic machinery



● Manufacturing of slide boxes requires the use of special equipment

container. It is on work of this sort that the box plant displays its versatility.

Outlining the groups of set-up paper boxes in the early part of this article it will be recalled that reference was made to "hand tailored" boxes—those forms in which special designs that do not, save for a few exceptions, permit the use of automatic devices in their making. There are certain companies who make these boxes exclusively; others combine hand made boxes with their manufacture of the machine made type. Depending on the "human element," the hand made box in its making requires a high order of experience and ingenuity, comparable to that found in many of the arts which employ skilled hands.

In the preparation and execution of the decoration and design of set-up boxes, the progressive manufacturers have gone beyond the mere function of "turning out" containers for merchandise. It is a principle and likewise a policy of such companies that the complete possibilities be incorporated in the finished container—that is, that the design of the box will reflect the quality of the product contained therein—that the package when complete will render a real sales service to the customer through its appeal to the ultimate consumer.

It is to be hoped that this brief picture will present something of the background that lies behind the set-up box and its performance. The materials used, the equipment employed are, it is true, important. But it has been estimated that 30 per cent of the cost of set-up boxes is paid to labor. This figure, however, takes only a partial account of the thinking that enters into the creation and production of set-up boxes. They cannot be based on their intrinsic value alone.

In conclusion: Count Keyserling once aptly observed, "The most wonderful thing in life is that ideas clearly comprehended succeed in the long run, usually subconsciously, in creating actual realities which correspond to them." The business of paper box making is entirely a business of ideas—the creation and production of actual means for selling goods. The successful box is seldom, if ever, the result of conjecture or luck, but is the product of a well thought out and sensibly executed plan—an idea "clearly comprehended." And, as such, it produces a reality that makes itself manifest in increased sales for the product it contains.

To the manufacturer who would assure an adequate packaging of his product in a set-up box, we say: Select your box maker from among those of proven reputation, integrity and ability. Have confidence in him and realize that he can progress only insofar as his customers prosper—his sales are dependent solely on the sales which his product produces for you.

A Michigan company, it is learned, is about to put on the market a non-inflammable liquid protective coating which can be handled just like paint and which in a few minutes of exposure to the air after application turns into live rubber. To be marketed under the name "Kelsanite," the material is said to have several rather remarkable characteristics. It can be applied with a brush, it can be sprayed on, or articles can be dipped in it. It will adhere to any surface forming a complete protective coating. Yet it is as easily removable as a transparent cellulose wrapper when it has performed its function.

Since no known chemical will dissolve rubber and since rubber is as waterproof and air tight as any material known, it will provide complete protection against the action of any known element. Furthermore since the coating is elastic, the natural cushioning action would provide a protection against accidental scratches or nicks in handling, thus making it adaptable to the protection of manufactured articles having finely finished surfaces, until they are to be used by the ultimate consumer.

Another advantage claimed for this material is that the article to which it is to be applied does not have to be completely clean and dry. The coating itself will absorb or pick up any loose dirt, moisture, etc., on the surface of the article. When the coating is finally stripped off, all such foreign material will therefore come off with the coating, leaving the article clean in every respect.

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MODERN

Packages

SIX packages, comprising the New Gales candies of United Drug Company were introduced in November, and in one hundred days' time enjoyed a larger business than had been obtained on the other line in twelve months' time. Because of price range—\$1.00 to \$1.50 per pound—it was felt that any increase would come slowly but such was not the case—the packages were more successful than hoped for.

The improvements introduced in the redesign of these packages were as follows: 1. Where formerly (and even today) a candy box design meant simply a decorative top wrap, the company considered the entire box including its contents as a design unit. The top wrap, covering of base, lining, laces, transparent cellulose mat, trays, dividers, and patterns formed by light and dark coatings and foil-wrapped pieces all become elements in a unified design concept. 2. The name of each package directly suggests the style of chocolates and the assortment contained therein, this being elaborated by fitting design treatment. 3. The packages were designed to display well in the store, they have "appetite appeal" and are sufficiently rich and luxurious to be desirable as gifts.

In general conception as to style, all of these packages were conceived within the organization. The detailed design for the top wrap of Gales Fruit and Nuts, Variety of Sweets and Petite were created by Lester Peterson. The design for Gales Chocolates Supreme is the creation of the studio of Floren and Nutting. The Gales Party Box and Homespun package were devised jointly by J. D. McMillan and Roland L. Baum, respectively head of the candy department and art director of United Drug Company.





Advertisements which feature the Carter's Ideal typewriter ribbon packages say that this new box has S.A. (stenographer appeal). It's of nickel plated brass with a die-stamped top and a paper-board base, similar to those used by powder box manufacturers. The box was made by the Bridgeport Metal Goods Company.

Here also are shown one each of the new Carter's "Cube" quarts and pints, effective in shape, convenience and display. Molded closures are by Colt, bottles by Hazel-Atlas and labels by U. S. Printing and Lithographing Company.



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The new shipping case for Lily drinking cups in which the design is worked out in two shades of blue, and carries the familiar Lily imprint, was created and produced by Bogota Paper and Board Corporation



In these egg cartons from the studios of Leonard Arthur Wheeler and Associates the trademark is concentrated in a single target at the center, leaving the top plain. Colors are cardinal red with black type



William Behringer, in collaboration with Flagler Advertising, Inc., developed the new packages adopted by the Fowler and Union Horse Nail Company. Distinctive colors are used for each brand





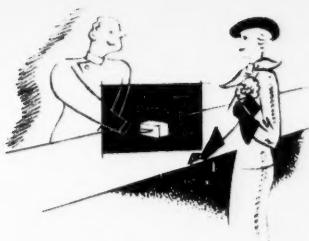
1. Spotighting in McKesson & Robbins' spring and summer merchandising activities is the new package which that company is using for Yodora, the all-day deodorant

2. The color scheme of the "handsome foursome" is shiny black, silver and red. The new Corinne Paray packages were designed by E. Willis Jones, art director for Needham, Louis and Brorby, Inc.

3. Varying from the usual construction of round paper boxes for toilet requisites are those used by Dorothy Cabot. These are spiral wound, as made by Cross Paper Products Corporation

3





4. O'Cedar Corporation combines a small demonstration size of O'Cedar Furniture Cream Polish free with the regular 50-cent size. A band joins the two containers into a single sales unit and makes an offer of a refund price if the customer wishes to return the regular sized bottle

5. A guarantee seal, a redesign of the label and a molded measuring cap are the features of the new bluing package adopted by Alden Speare's Sons Company. Designed by Nelson Fisher of the James Thomas Chirurg Company



4



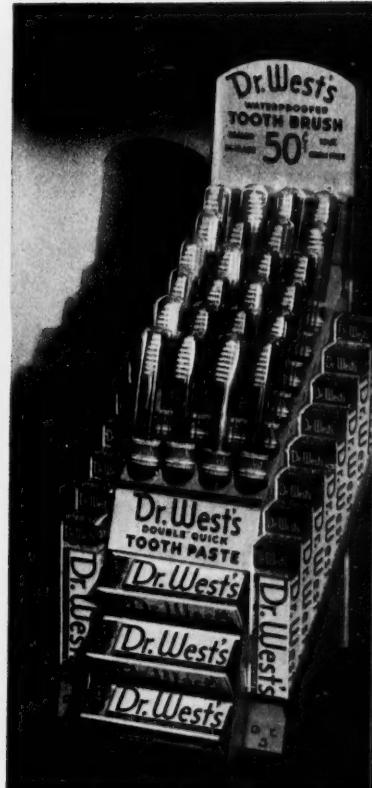
5



6

6. In one you see it and in the other you don't. The opaque bottle hides the essential idea whereas the transparent label permits full view. Palm, Fechteler & Company is responsible for the latter

7. Permitting a maximum of mass display and telling its sales story in a simple effective manner is this metal rack made by Advertising Metal Display Company for Dr. West's tooth brushes



7



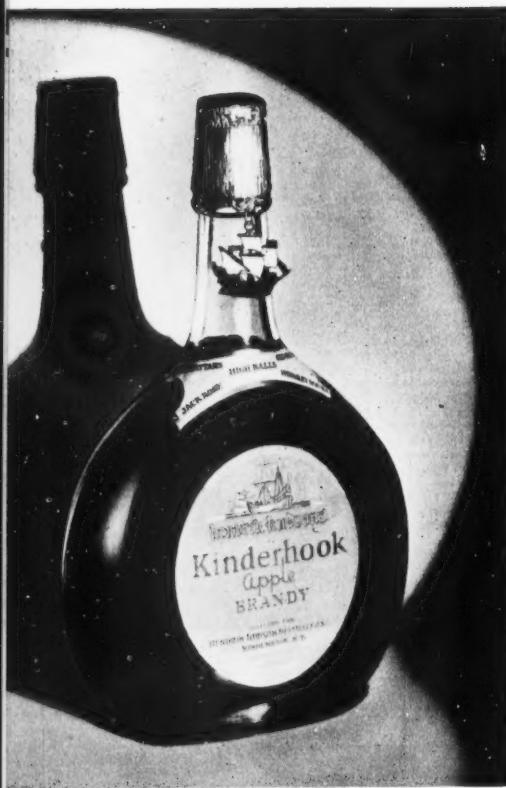


1

1. Warwick Jelly Eggs (jelly beans to oldsters) made their appearance in A & P stores for Easter in a colorful and ingenious package. Window permits view of eggs as if within their nest, while reverse side of package carries forward the motif. Designed and produced by Robert Gair Company, Inc.

2. Hendrik Hudson Distilleries, Ltd. introduced Kinderhook Apple Brandy in a new package which reflects the historic background from which the distiller gets its name. The bottle, by Owens-Illinois, is of watch shape design. A feature is the reproduction in metal of the "Half Moon," suspended from the neck of the bottle.

3. New condiment, new package. Derby Barbecue Sauce is manufactured by the Glaser-Crandell Company. The new container is suitable for table use and the wide base prevents easy tipping of the bottle. This is a design of the Packaging Research Division, Owens-Illinois Glass Company.



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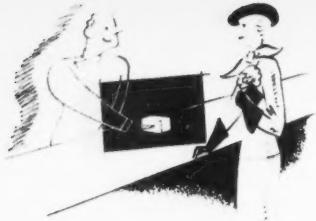
4. Old and new labels as used by the Victor Safe & Equipment Company. The traditional color combination (orange and black) is employed on both. Joseph B. Federico is the designer

5. Spaulding's packages this season feature family relationship. Background of all is indigo blue while color of end and top bands is changed for each brand of ball making for easy identification



6. Sold only through professional golfers, there is a blank space for signature on each of the new cartons used for Burbank Streamline golf balls. Designed by Donahue & Coe



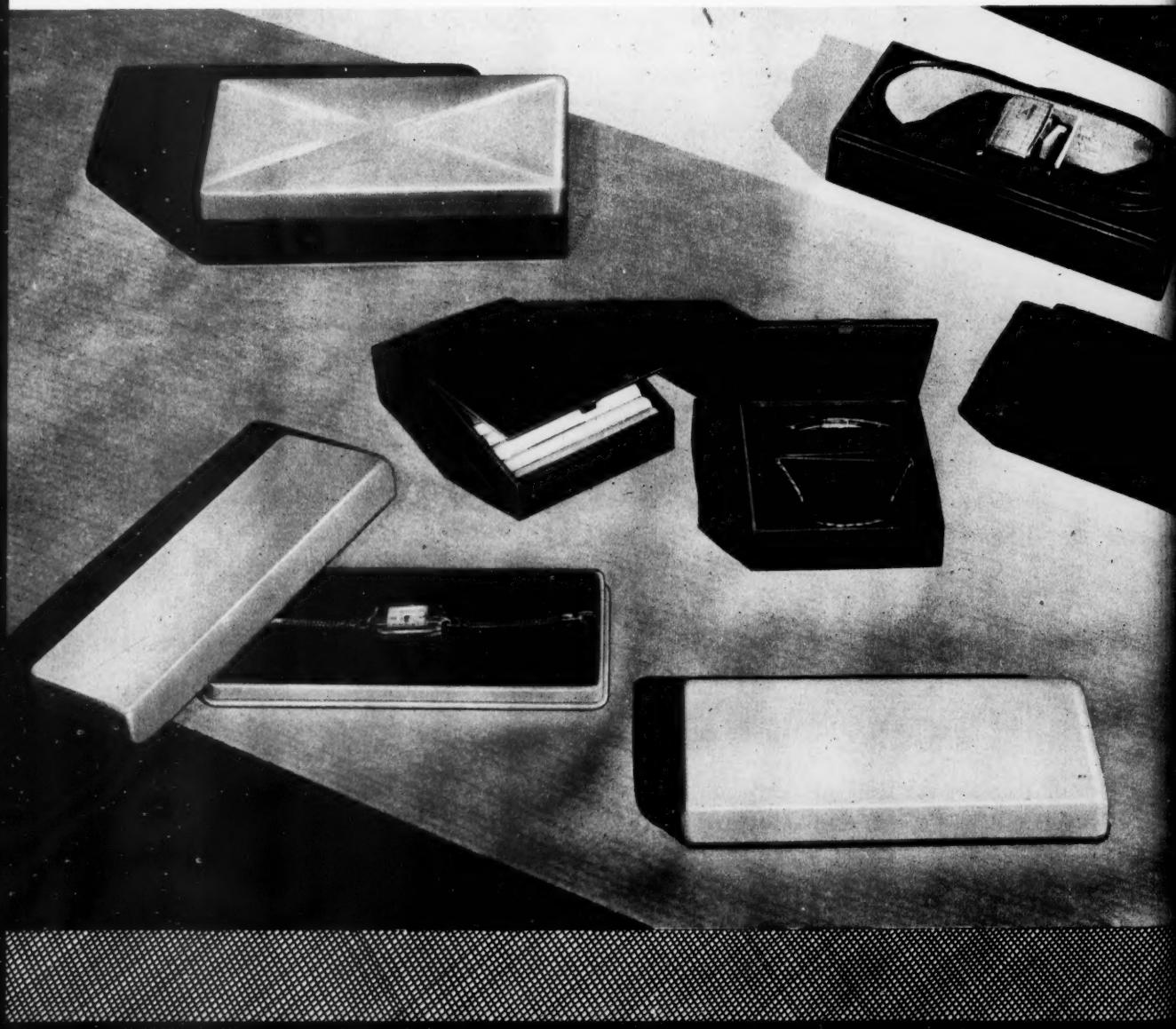


UNUSUAL opportunities for the use of gift-within-a-gift packages exist in the field of medium-priced jewelry and watches, dress accessories, pen and pencil sets, cosmetics and similar merchandise. The dual-gift idea presents both eye-appeal and sales-appeal. The purchaser can readily picture the recipient's pleasure, and there is a fascination in buying two gifts in one which cannot be denied.

To purchase a belt and buckle set, for example, packaged in a neat, novel molded box suitable for use as a cigar humidor, a cigarette container, handkerchief box, poker chip or playing card box—that, indeed, is to obtain a gift that is sure to be appreciated. Then, there is the hinged box for gentlemen's collar and tie clips, a lady's vanity or bracelet, man's studs and links; useful when the box has served its packaging purpose as a cigarette box or case, small enough and smart enough to slip into a gentleman's pocket or into milady's purse. The flat plastic molded wrist watch, bracelet, necklace or pen and pencil set box has an after-use appeal for all manner of small necessities in madam's dressing table drawer or in a man's traveling kit, with a juvenile appeal as a pencil box.

There's that instinctive desire to obtain a premium with the purchase which makes the idea of re-use packages always sound, always stimulating to sales. Compatibility of product, package and purpose also enters into the scheme, each attracting its individual share of attention, each adding to the influences that finally effect a sale.

Gifts-within-gifts have a strong holiday sales appeal. Gift shoppers, eager to make their dollars go farthest and their selections look biggest, will look twice at the articles in "premium packages" and they will undoubtedly go for them in a big way. Shown in the accompanying illustration, and obtainable in appropriate colors and color combinations in lustrous solid shades or mottled phenol formaldehyde or pastel colored urea formaldehyde is a group of such packages molded by the American Record Corporation.





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When a label is changed



From little uniformity in its labels, Kirgan's Arcadia Farms, Inc., changed to a family design of striking simplicity—and moved up sales for its products

THERE is nothing so permanent as change. But a change, wherever or whenever put into effect—at least insofar as it affects our present-day methods of merchandising—must have a logical reason or, perhaps, a number of reasons. And, in the case of the label or any other part of the package assembly, that reason dictates the method of procedure or sets up, if you will, the form or design which expresses the change.

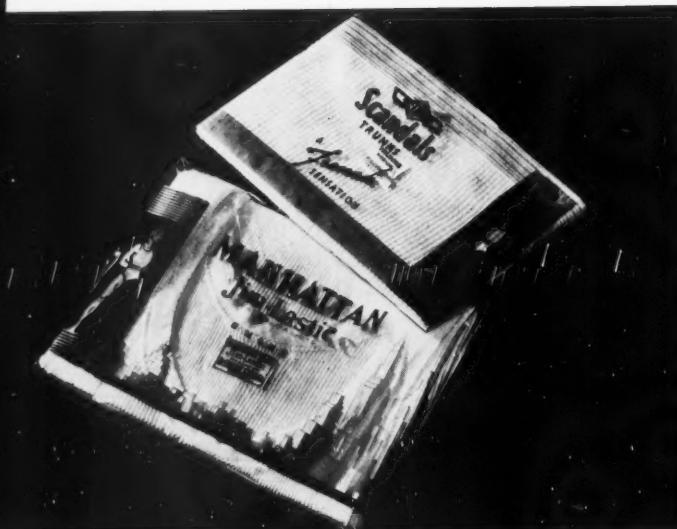
Stated in its simplest term, that motive or reason for change is a desire on the part of the user to increase sales for his product. From that point on, we may establish other objectives, but each of these will form the structure of the underlying intention, each will play a part in attaining improved distribution for the product. We may expect that a change, if constructively made, will bring added sales punch on the part of the organization, a favorable reception by the dealers, increased consumer interest or a number of other advantageous results.

All of these incentives, or the desire for them, have a direct bearing on the new design which is to be adopted.

An understanding of trends in color, illustration and other considerations—as indicated by consumer preference—must be taken into account by the designer or manufacturer of labels who would win the confidence—and hold it—of the product manufacturer. Today the manufacturer does not change his label merely to gratify a whim or please his personal vanity—he is far more hard-boiled than that.

"When you change your labels, make a fuss about it in your accompanying advertising" is an admonition always made by one label manufacturer, who also encourages the use of media appropriate to his customer's distribution. And when there is an opportunity, he also suggests methods for disposing of the old stock on hand with dealers. This type of cooperation is one which is not only appreciated by product manufacturers, but assists constructively in establishing methods of procedure for them.

The illustrations shown have been furnished by The United States Printing & Lithograph Company as examples of label changes which (*Continued on page 80*)



● Shirts and shorts, counter-shown in transparent packages, are successful sellers, buyers say. Courtesy of Stern Brothers



● Samples of flowers add increased appeal to gift packages for Gabilla perfume and stimulate sales. Courtesy of Macy's



Gift

of increasing DEPARTMENT

PROBABLY never before in the history of the department store have buyers and merchandise managers been as package-conscious as they are today. Several factors contrive to make them so. The increased efforts of national manufacturers to better their products' sales appeal and cut production costs so as to meet quality and price competition has been one factor. The influence of the art of the industrial designer on efficient package design is another factor.

And it is undoubtedly true that never before have department store buyers been so discriminating in their selection of packages for the merchandise they purchase for re-sale over their own department counters. One reason for this discrimination is the fact that the public taste has improved. We are a more sophisticated nation than we were. Yet for those classes of people with excessively small incomes, and with little chance to become Americanized, we still must maintain some of the older, more primary-appeal packages whose vividly colored illustrations of actual people and objects like fruits and flowers and Santa Claus packs have the strongest appeal.

So department store buyers have watched with interest the evolution of that special type of package, once considered an extravagance, now a necessity—the gift

● Clever soap figures presented in appropriate pictorial packages make products more successful gift items. Courtesy of John Wanamaker's

gift packages

importance to STORES

by Ruth Lampland

package. And they have watched with delight the increase in sales resulting from its judicious use.

In its present stage of development, the gift package is no longer a one-blooming-a-year plant, but almost an "ever-bearing." Having been found extremely successful, for several years, at the Christmas season, it is now being used for other seasonal promotions throughout the year. At present the favorite of all seasonal promotions, next to Christmas, is Easter. Each of the numerous large departments in the average retail store is now endeavoring to focus the attention of the gift-minded consumer on his department. It is significant that the buyers are luring the Easter gift purchaser with the same honey they used to increase Christmas gift sales—the special gift package or wrapping in keeping with the time.

It is necessary, first of all, to define a "gift package" or "gift wrapping." In our opinion, a "gift package" is that attractive covering for a piece of merchandise which lends to it an air of festivity, dignity and quality. It betokens an extra effort to please, made usually on the part of the donor, and sometimes made by the department store, or even by the manufacturer for the donor, who is that famous and indispensable personage, the Ultimate Consumer.

The size, shape, color, and materials out of which a gift package are made have no limit to their variety. They are determined by three things: by the price or value of the article being wrapped; by the type of store handling the merchandise and the type of customer to which that store and specifically that department of the store caters,



● Top: In hand painted and special design bottles, toilet water, perfumes and lotions have added gift appeal. These examples are shown by John Wanamaker

● Below: Lord and Taylor sells these dainty and desirable gift packages (separate or filled, as you prefer) for hosiery

and by the fashion of the season in materials, colors, and design or decoration. The characteristics of a box are also influenced, sometimes subtly and sometimes noticeably, by the packaging policy of the store and by the personal taste and imagination of the buyer in charge of the department in which the gift has been purchased.

There are, in general, two basic types of gift packages. One is the type made by a manufacturer for a specific product, and utterly unsuited to the packaging of any other product either of that manufacturer's or of another manufacturer's line. Such a box is the gift package for Oneida silver, of molded plastics, with a narrow, dignified silver label pasted inside the box cover to indicate the fact that the contents of this velvet-lined jewel box are Community Plate. Another example of this type of gift package is the molded Cutex manicure set

● Lord & Taylor uses a large size reproduction to dramatize gift packages of its Lili perfume



box, with the likeness of the identifying Cutex lady actually molded into the hinge lid. Then, there is the amusing paperboard box for Walt Disney's Three Wild Ducks nursery soap, on whose deep telescope lid are lithographed in color exact likenesses of the three soap ducks inside the box.

The other type of gift package is that which has a general adaptability. It is the kind of unfilled box which is made available by department stores to their patrons, and which is suited to almost any type of merchandise that fits its size and shape. This is the kind of box which stores are coming to supply more and more, and which they are making up in papers and colors and styles to suit the various seasons, to stimulate more all-year-round gift buying.

Among a number of buyers interviewed, none had anything but good to say about the stimulating effect of a gift package on sales of gift and holiday items. Yet each buyer or merchandise manager either wrote or spoke his views of the subject, with two restrictions: One, no matter how handsome the package, the quality of the merchandise it enclosed was the first consideration to them and to the customer, in the long run; second, that the cost of a gift package in proportion to the cost of the article it enclosed was so vital that they might forego a gift package for any given item if it necessitated the raising of the consumer's price in order to bring the article outside the most popular price ranges or to bring the article up in price where it could not compete with similar merchandise in other stores.

A prominent mid-Western department store head writes, "Every one of our buyers very emphatically stated that gift and holiday items moved much faster when wrapped in attractive, seasonal packages." In other words, the gift package which puts the pressure of a time limit (the time limit being the passing of the holiday approaching) on a sale encourages the prospective purchaser to buy *this* object *now*; whereas the gift package without any seasonal significance, while attractive, may simply stimulate the prospective purchaser to say, "How attractive. I must remember that for Cousin Edith's birthday next July." And every merchandiser knows that the sale which is put off is very likely never to take place.

Gordon O'Neil, merchandise manager of men's wear at Lord and Taylor, New York, says: "If the merchandise is right, the more attractive the box, the easier the gift items will sell."

● Gift items in the houseware department of Stern Brothers are presented in appropriate packages supplied by the manufacturers



● The appeal of toiletry items is stimulated by means of distinctive gift packaging.
Courtesy, B. Altman & Company



● Two departments at Macy's coordinate in packages for boutonnieres and perfumes



Nathan Weiss, of Bloomingdale's, New York, says: "If the gift package reveals the merchandise effectively instead of concealing it, it will undoubtedly increase sales. But the transparent gift package rather than the covered or opaque box is the one I recommend."

On the other hand, E. F. Hills, buyer for Wanamaker's London Shop for Men, says: "The less gift packaging on an article, the better we like it. We find that our trade likes to see merchandise, unpackaged, on a counter, where the quality of the product alone is the appeal. Naturally, we believe in packaging an article neatly and distinctively when it is delivered to a customer, to protect the garment and to present it in a form that is a credit to it and to our organization, but we always shy clear of packaged goods otherwise. We feel that Americans have been sold too much shoddy merchandise in smart packages. And we feel that sooner or later there will come a reaction, and they will demand a chance to see *what they are buying*, in every possible case, except in foodstuffs, tobacco, confectionery, perfumes, and drugs, where the nature of the merchandise makes it imperative that it be packaged."

However, representatives of some of the largest stores outside of New York: Gimbel Brothers, Philadelphia; the Emporium, San Francisco; Burdine's, Inc., Miami, Florida; Bullock's, Los Angeles, all favor attractive packaging for gift and holiday items as a definite sales stimulant. M. F. Dowley, merchandise manager of the J. L. Hudson Company, Detroit, puts it this way, summarizing the opinion of nearly all better stores, "We are naturally impressed favorably by artistic and appropriate packaging. However, we would rather offer for sale good quality merchandise poorly put up, than less desirable merchandise beautifully wrapped or boxed."

Or, in other words, the disappointment a purchaser feels when he opens a beautiful package and finds inferior merchandise is (*Continued on page 106*)

● Add to list of attractive gift hosiery boxes these five types which are being shown by B. Altman Company

EDITORIAL OPINION

PACKAGE FOR YEAR-ROUND SALES

Somewhat or other the expression "gift and holiday," as applied to markets, seasons, packages and a host of other designations, has endured for many years—and, in all probability, will continue for many to come. It seems to be one of those traditions quite dear to the heart of the retailer, or, for that matter, his supplier, as a means of catching up on sales which have failed to materialize during other periods. Yet it is more than just that, for ample proof will show that "holiday" sales have "upped" the total business done by many establishments during their fiscal years. This can be pointed out as being attributable to two conditions: First, that the public, during the holiday seasons, is in a buying mood; second, that more effort is made on the part of the product manufacturers to present their merchandise in attractive form. We think it might be well to give serious consideration to the latter condition.

None of the "pie chart" experts have yet figured out what percentage of our total population exchange or receive birthday gifts. But if we can believe the vital statistics there is every reason to assume that birthdays are quite evenly distributed throughout the year. And the so-called birthday gift market can be estimated as being fairly substantial. Quite a variable market though, you will say—people sometimes stop having birthdays. Very well; that's likewise true of Christmas, New Year's or any of the other festive occasions—some people stop giving.

We might go on to enumerate the endless instances when people buy gifts for their friends and relatives. But in such cases, other than during holiday seasons, we have no definite assurances that people will buy voluntarily. So it would seem the obvious thing to supply, under any condition, whatever impetus is necessary to encourage buying. This has become standard practice during the holiday seasons. Why not, therefore, adopt it as all-year-round procedure?

Already we are seeing evidences of this move toward the capturing of consistent sales in the gift market. Recently one of our correspondents—we had asked his opinion on gift and holiday packages—wrote: "To my mind the trend is toward original designs which are

not tied up either to a fixed color scheme or to any basic holiday ideas. In other words, I believe the most successful designing for holiday markets this year will be those packages which are attractive, up-to-date and appealing because of themselves and not because of any tie-up to the holiday season." Packages used for cosmetics are probably the best examples of those which are planned to intrigue sales regardless of season or purpose. Certainly many of them fulfill every requirement. And the same selling strategy can be applied to practically every line of merchandise.

Keying the package to all-year-round sales is simply good business practice. With the product properly dressed to meet any ordinary—or, for that matter, any extraordinary—occasion, it is quite a simple matter to supply any additional embellishment that may be required for a special or seasonal appeal. You will find the well-dressed man in the height of fashion on week days—and in top hat and cut-away on Easter Sunday. But the beginning—and the drive to make every sale—is established by putting the best foot forward, making every effort to incorporate all of the essential appeals into the package which, day by day, must help to sell the product it contains.

We recall one of the "barber-shop harmonies" of earlier times which included the line "Every day'll be Sunday, bye and bye"—and those were the days of the six-per-week, twelve-hour stretches too. With the move toward shorter shifts and fewer working days the then-wished-for millennium seems to be on the way—and today there are more holidays on the calendar. With the trend in that direction, it may not be long before those manufacturers who adhere conscientiously to the practice of special-holiday-gift packaging will find themselves outdistanced by their more astute competitors who confine their efforts to year-round rather than seasonal designs.

The policy of year-round-sales packaging can, we believe, accomplish much toward a reversal of the order stated earlier in this discourse. In other words: Greater effort to present merchandise in attractive form will result in increased acceptance on the part of the buying public, regardless of any urge created by the gift or holiday season.

R.E.A. Charlton



**PICTURE
of a
\$5000 SAVING
...in the making**

HERE is a typical Dennison "planning group", busy working on one of our customer's packaging problems. One is a designer, one a research man, one a cost expert, and one a master printer.

This "get-together" or "huddle" is nothing out of the ordinary. It is a regular procedure with us to tackle individually the packaging problems brought to us by some of the largest and most progressive manufacturers in the country. Backed by the great experience and vast facilities of our organization, our staff of men, highly trained in design, research

and production methods, is able to render valuable assistance in the most important technical details of research and production.

Out of just such conferences have come ideas that have saved many manufacturers thousands of dollars. For one pharmaceutical manufacturer, a Dennison-suggested change in packing procedure has saved several thousand dollars over the previously-used method. A special Dennison-designed insert card has recently effected a saving of many thousands of dollars for one packer; in fact, this simple little device

was so well thought of that it was patented! Even the famous special machinery which has won for us dominance in the small set-up box field had its birth in a conference recommendation.

Place your problems before us, without the slightest obligation. We are eager to give you this extra assistance that makes the Dennison Packaging Service so indispensable to many manufacturers. If you accept the resulting suggestions, our proper facilities will translate them into reality. Write to the Dennison Manufacturing Co., Framingham, Massachusetts.

**Dennison's Greater Efficiency
Means LOWER COST to You**

BOXES • LABELS • SEALS • TAGS • PRINTED WRAPPINGS • ENVELOPES



A change in the labels used by The Joseph R. Peebles Company, catering exclusively to the "silk stocking trade," improved the sales of its brands. The old labels had been in use for a number of years

Redesigned, the Fort Hamilton labels exemplify a re-emphasis of the use of product vignettes. Here are shown three of the old and present labels in comparison

WHEN A LABEL IS CHANGED

(Continued from page 73) have been made. While actual figures are not available, it can be definitely stated that in each instance improved sales resulted.

The Kirgan line includes some eighteen or twenty numbers. Previously, they had been labeled in a rather ordinary sort of a way, and there has been no completeness of uniformity as to the designs. Now they have a family design for all of their products, characterized by a striking simplicity. The Ft. Hamilton line of the E. H. Frechting Company represents a most significant change for the reason that it exemplifies a re-emphasis of the use of product vignettes. There has been quite a trend away from vignettes but there is no doubt that the current is turning the other way and the vignette (product illustration) is coming back stronger than ever.



the activated
century
other
deter-
ve a
d by
E.
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asis
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ette
ver.



0--O--O--O--O--Oh! *Ice Cream!*

And there's a sure profit in satisfying this young man's appetite. He and his brother and sister Americans under the age of fifteen years comprise a hungry army of 36,056,876 ice cream-demanding warriors.

In attempting to capture this market for *your* product remember that economical, efficient packaging is a first essential. Packages like those shown to the right are filled and sealed on Stokes & Smith Equipment.

Similar S & S semi-automatic or fully automatic equipment, with automatic carton feed, bag inserting and automatic filling devices, for the production of sixty packages per minute can probably be suited to your particular needs. An S & S Engineer is at your disposal for the asking. Convenient payment terms are available. Write for information.

STOKES & SMITH CO.
PACKAGING MACHINERY PAPER BOX MACHINERY
Frankford, Philadelphia, U. S. A.





Strip on Stripes

ACH year at this time, package designers have the problem of finding some new twist so as to put their design in the "unusual package" class. They realize that their package, when shown during the holiday season, must appeal to the widest variety of people. So, it must not only be unusual, but must have dignity and must be practical. Furthermore, all of these must be produced within certain cost limits. The Stanley Manufacturing Company, originators of gummed back metal seals and labels and one of the first companies to promote the use of foil labels, has designed a new product to aid the package designer in better attaining this degree of unusualness and dignity.

Since the production of the smart silver stripes a few months ago, the company has worked out a process for making any such design in a continuous roll. For example, holly designs produced in a continuous strip 100 ft. in length with the name of the product appearing at seven-inch intervals can now be had printed in one color on silver or gold foil. These are available in the stock holly design with any name inserted in the die and thus eliminating a more expensive die, or, if preferred, an individual design to fit individual requirements.

An accompanying illustration shows a few suggestions for the use of these continuous labels. First, notice the bottle with the holly design spiralling it. Note how the name shows up with its silver lettering on a black background. This idea will give the bottle an unusual twist also, modern yet dignified. Then picture the small box below it. Add to its holiday dress of dark red cellusuede the little garland of holly stretching diagonally from lower left to upper right with the product name in the lozenge. Note also that the edge of this design is created to follow the holly leaves and berries. This seal was originally produced in silver and black. The smaller box in the lower right hand corner is also

covered with red cellusuede with a stock seal of bronze. The gold and black stripe encircling the sides of the box makes for a dignified appearance. On the box in the upper left corner, the stripe takes on an eccentric appearance, but, even so, not without refinement and dignity. Here again a stock seal has been used with the name of the product smartly done in outline on silver foil, all assembled on a long nap cellusuede. Notice also the high embossing on the boy's and girl's heads which gives this package a greater feeling of stability. This should aid also in causing the ultimate user to save the box for future use, thus keeping the product name continually before the consumer. There are any number of additional uses which can easily be developed by the utilization of these continuous metal strips.





COLOR ATTRACTS ATTENTION

Color attracts attention, and color plus the wholesome high quality of Hershey's Chocolate has set up a new sales record in the candy field. The Hershey Mild and Mellow Bar stands out on the candy counter, catches the eye, commands respect and makes the sale. A special golden Riegeline over crinkly foil makes this bar both different and distinctive.

There are over 100 Riegel papers, offering a solution to almost any packaging problem. If you are creating a new package, improving an old one, or just frankly trying to cut your costs—write for our portfolio of packaging papers. We feel sure you will find it of interest.

SEND
FOR OUR
COMPLETE
PORTFOLIO
OF
PACKAGING
MATERIALS

RIEGEL PAPER CORPORATION
342 MADISON AVENUE • NEW YORK



Clay coated board and a design that emphasizes white surfaces combine to give the new polish an air of super-cleanliness

Make sure you're right, BEFORE . . .

IN every field the most difficult job in merchandising is the start. He who ventures to place a new product on the market can count on no backlog of public acceptance to keep things moving until all the kinks are straightened out. Unlike the man who changes an old package and who can effect this change on a trial basis, in a single territory—the manufacturer of a totally new product must make sure he and his packages are right *before* the first sample reaches the market.

Such has been the problem of the Three-in-One-Oil Company in introducing its new line of furniture polishes. The decision to enter this field involved not only the necessity for developing a product but likewise the need for planning a complete package, display, advertising and promotion set-up. Each step had to be coordinated with all the others to the end that a nation-wide distribution of the product could be had immediately upon its placement on the market.

The problem, while new to this company, was by no means a unique one. It was possible to study other, competitive products in the field and to develop along lines planned to meet and better such competitors. Such studies were made, both before and after the development of the product itself. Research workers questioned large groups of housewives, let them make comparative tests, let them itemize the qualities they desired in the product. And, on the basis of this re-



The link between whiteness and cleanliness is carried out on the labels, too. Note also the non-slip grips on the bottles

search, the product itself was formulated to conform to the public's taste.

In the field of packaging, similar though less extensive research was carried on. One of the first problems to arise concerned the shape and size of the container. Trade practices, and the logic of the situation, dictated the use of glass bottles. Convenience in use and the slippery nature of the product made the introduction of a "No-Slip Grip" a definite sales advantage. This



NEW Economies

now possible in

PACKAGING



A GOOD place to start, in seeking new production economies, is your packaging department—often the only remaining place where such economies can be effected. New types of wrapping machines now available make such important savings that in many instances it is decidedly uneconomical to continue operating old equipment. Our new machines operate at much higher speed than former models, and in almost all cases are flexible for various sizes. This means greater production at less cost, and a saving of floor space. They also make important savings on material costs. Due to the many different kinds of wrapping these machines can handle, it is frequently possible to replace expensive types of packages with less costly ones at no sacrifice in appearance or utility.

Adjustable for Various Sizes

Most of our machines, being quickly adjustable for handling a wide range of sizes, can be used by concerns that would not have sufficient volume on any one product to justify a machine. *This opens the way to new savings for many more concerns.* It also gives the user the merchandising advantage of being able to change his package size quickly and inexpensively to meet changing conditions.

Wide Experience to Guide You

The experience we have gained in furnishing machines to package goods manufacturers in many different industries should prove valuable to you. Consultation obligates you in no way. It may point the way to important savings or a *better-selling package*.

We will be glad to send you literature or have one of our men call. Write us.

PACKAGE MACHINERY COMPANY, Springfield, Massachusetts
NEW YORK - CHICAGO - CLEVELAND LOS ANGELES - MEXICO, D. F., Apartado 2303
Peterborough, England: Baker Perkins, Ltd. Melbourne, Australia: Baker Perkins, Pty., Ltd.



PACKAGE MACHINERY COMPANY

Over 200 Million Packages per day are wrapped on our Machines



A black background on this counter display is used to throw forward the white surfaces of both carton and label

provides an appearance of extreme cleanliness but also possesses high visibility.

The label design, while modern, incorporates a number of recognition elements calculated to relate the product to its more famous namesake, Three-in-One Oil. A rear label, along similar lines, carries directions for use and other necessary information.

The next problem calling for solution involved the choice of closures. Here, double-shell metal caps were chosen for all except the smallest size, a single-shell being used in that instance. These were colored black to provide a contrast with the bottle itself and a relation to the black band at the foot of each label.

In planning the cartons, the scheme of the label was followed again, white being used lavishly to convey the idea of cleanliness. To guard against shelf dust, the top and side panels were formed in green, with a running line of black, with yellow lettering, carrying the product name. These green panels were carried around the edges of the cartons for a fraction of an inch to provide a line of demarcation for the white front and back panels. In other respects, the fronts and backs of the cartons closely resemble the labels.

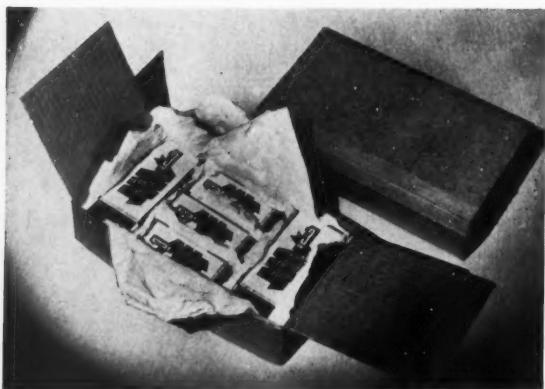
Finally, to complete the merchandising scheme, a display was devised that would show both bottle and carton, distribute circulars and explain, at a glance, the nature, advantages and qualities of the new product.

With the package and display set-up decided upon, a merchandising problem developed which involved the solution of another packaging problem. It was desired to place the product in every possible retail outlet at one time, so that national advertising might take effect immediately. To this end a sample order was sent to fourteen thousand dealers throughout the country. This consisted of three bottles of the small size, two of the large, a display, a set of circulars and the necessary letters and billing memoranda. A packing set-up was devised consisting of Kimpak wadding surrounding the five cartons and dividing them from each other. These with the other material were then enclosed in a three-piece mailing carton consisting of a corrugated bottom-and-top board, held in place by a corrugated sleeve and covered by another outer sleeve. With this protection, fourteen thousand sets, containing seventy thousand bottles, were shipped. Of all these, only a single bottle was reported damaged in transit, despite the rigors of the postal mill.

Credit to: Owens-Illinois Glass Company, for bottles; American Coating Mills, for carton board and cartons; National Seal Company, for closures; National Label Company, for labels; Kimberly-Clark Corp., for Kimpak protective wadding; Agar Container Corp., for shipping containers; Economic Machinery Company for labeling equipment; Pneumatic Scale Corporation, Ltd., for filling machinery.

consists of indentations on either side of the bottle that conform to the grip of the hand and provide a firm hold even though the fingers may be slippery. Then the question arose whether the bottle should be made squat and with a low center of gravity, to prevent tipping over, or tall, in conformity with trade customs. It was decided to market the product in a comparatively tall container; it being felt that the squat feature, while providing advantages, would make the bottle seem much smaller than others at the same price. The final container was a short necked bottle, with flat front and back label panels and indented sides, the glass being of a pale greenish cast.

This coloring of the glass served a dual function. First it provided a pleasing appearance for the contents within. Secondly it provided a background for the white label. The label itself was planned primarily to convey the impression of cleanliness. To achieve this, a pure white ground was used, the design itself being printed in shades of green, red and black. Against the green glass background a label of this order not only



No chances taken with sample shipments. These packed in a double sleeve mailer reached fourteen thousand dealers in prime condition

NOW!
DU-TONE
PIONEERS AGAIN

bringing you **RIBBONS** combining **METAL** with **SILK or PRINTED CELLOPHANE**

DU-TONE ribbons of Cellophane require no introduction to packagers. Their unique advantages have already won them a large share of the package tie market.

Now Du-Tone's three revolutionary additions to its line, in their hundreds of combinations, meet every present and potential need of every packager.

First: Du-Tone Silks, bringing you the strength, the beauty and the texture of fine silk ribbons ingeniously combined with sparkling metallized Cellophane.

Second: Du-Tone Metallics, ribbons of Cellophane that gleam with eye-compelling gold or silver . . . ribbons fit

for the adornment of even the costliest of products and packages.

Third: Du-Tone printed Cellophane ribbons add color and fine design, in an infinite variety of patterns, to the present advantages of our plain Cellophane ribbons. Your own trade-mark or registered designs available under this process.

Be among the first to use these new ties as the patented processes under which they are made make them imitation-proof.

Let us send you a sample assortment of all these new and . . . even for those accustomed to Du-Tone beauty . . . surprisingly beautiful ribbons.

Du-TONE RIBBONS

REG. U. S. PAT. OFFICE
MADE OF

Cellophane
TRADE MARK

DU-TONE RIBBON CORP., 142 W. 27th St., New York

WASHINGTON developments

BY WALDON FAWCETT

- Any increase in operating funds, thanks to more liberal appropriations by Congress, will not mean that the Foodstuffs Division at the Department of Commerce will immediately launch any new investigations in connection with packaging practices. But more elbow room would be afforded for certain continuing surveys which deal, incidentally, with information on types of packages, sizes of containers, etc. Conspicuous among the year-by-year studies which throw sidelights on packaging are the annual survey of confectionery distribution and the survey of the mayonnaise, salad dressing and similar industries.

- One bill pending in Congress is worth watching by packagers and package suppliers who concern themselves with fabric-covered boxes, decorative ribbons for gift-packaging and textile bags of distinctive pattern. The proposed addition to the Federal statutes is the Sirovich Bill. Known officially as H.R. 5859, the purpose of this bill is to provide protection by registration of designs for textiles and other materials. The scheme is, at heart, the perennial one to set up a special species of copyright to protect original styles of surface designs. Successful, the program would make applicable to U. S. designs the rights of priority provided for industrial designs in the Convention for the Protection of Industrial Property signed in London in 1934.

- A package must be distinguished from its contents when it comes to protecting identity by means of a trade mark. Elizabeth Arden, Inc., and Elgin American Manufacturing

Company have recently had this pointed out to them. And, thereby, an object lesson for all comers. The Commissioner of Patents, in umpiring a clash between parallel users of package marks, took the position that perfumes and cosmetics do not belong in the same merchandise classification as vanity cases, rouge boxes, compact boxes, powder containers, etc. What this episode does above all else is to, in effect, admonish packagers seeking protection to distinguish sharply in their applications for registration, between "toilet goods" (meaning cold creams, toilet soaps, lipsticks, make-up, etc.) and "toilet articles," which the moguls at Washington construe as referring to hair brushes, manicure scissors, nail files, hand mirrors and the like.

- Gift packagers are turning to class appeal in terms of intimately significant color. Reference channels at Washington are receiving increased requests for information on the color combinations to be found in the respective State flags, official colors of all foreign nations, color charts of prominent yacht club flags, lists of college colors, etc. Badges, emblems and insignia cannot be reproduced on packages without explicit permission. But mere sympathetic color expression represents no difficulties. And package strategists have before them the example of the killings made by capitalizers in commerce of the popular British regimental colors.

- National Confectioners Association has protested against a joker that slipped into that last edition of the Copeland Food and Drug Bill.

Packagers of other food products would be affected, only they seem not to have discovered their danger. The pitfall in the bill is the requirement for a statement on the package or label if the food product bears or contains any artificial flavor, artificial color or chemical preservative. The candy packagers say this clause is superfluous because all food colors have to be harmless anyway and there can be no deception unless color is used to simulate some product other than what it is.

- Packagers who desire to borrow ideas from the funnies or capitalize popular characters of fiction, screen or the radio, are finding that Washington is often a roundabout way of making contact with the interest that issues the license. Uncle Sam can, to be sure, tell an inquirer who holds a copyright or in whose name a trade mark is registered. But, in modern practice, there are wheels within wheels for the commercialization of best sellers. Thus Walt Disney has a subsidiary organization to handle the Mickey Mouse concessions; Percy L. Crosby of McLean, Va., has Sooky, Incorporated, as an intermediary, and Edgar Rice Burroughs, who has licensed upward of thirty packagers in various lines, to use the magic name "Tarzan," has several corporate structures to facilitate the farming out of the catch-name.

- The Federal Trade Commission, in the role of policeman of fair trading, faces a poser on the proprieties of packaging. The case is that of a packager who, over a considerable interval of time, printed on the flap of his carton a "Valuable Coupon" offering to redeem six of the coupons by mailing, free and prepaid, a 50-cent package of any one of three other products in the line. Recently the retail price of the article has been lowered but the revised carton is minus the coupon. Consumers who have been left up in the air with less than six coupons, and no chance to complete a set are making a howl. The question up to Washington is whether a package-baiting scheme of this kind (conducted with no notice of time limit) may be summarily discontinued without recompense to a purchaser. The case is aggravated by the circumstance that the premiums thus precipitately withdrawn are not merchandise items purchased in the open market for bonus use, but standard related products within the packagers' own family of specialties.



Sprightly, lively, tempting to the eye . . . a spontaneous attractiveness that attracts and holds attention. All that can and should be designed and lithographed into your package. Today, competition embraces not only what goes into the product, the glib of a well trained sales organization, a complete hard hitting advertising campaign, but most important of all . . . Package Design and True Reproduction. Heekin specializes in better metal lithography, better colors, better service . . . we grind and mix our own lacquers . . . do the complete job. That's the reason Heekin colors stand up longer and have that "come and buy me" sales appeal. THE HEEKIN CAN COMPANY, CINCINNATI, OHIO.

H E E K I N C A N S
Lithographed
W I T H HARMONIZED COLORS

Plants and personalities

Alfons Bach, industrial designer, has moved to larger quarters at 724 5th Ave., New York.

W. I. Frost, west coast representative of the F. J. Stoke Machine Company, has moved his office to Room 502, 524 South Spring St., Los Angeles, Calif.

Leroy Fairman, vice-president, International Art and Advertising Service, New York, died May 29 at his home in Forest Hills at the age of 69 years. Mr. Fairman was a recognized authority on merchandising and advertising and wrote frequently on these subjects for business publications. He was one of the judges in the 1932 All-America package competition.

Robert Gair Company, Inc., has acquired London Shipping Containers, Ltd., of London, Ontario, and Canadian Containers, Ltd., of Windsor, Ontario. The acquisition of the Windsor and London plants marks the further extension of the Gair interests in the Canadian paperboard industry, the company having plants in Toronto, Campbellford, Frankford, London, Windsor, Hamilton and Montreal.

The plants of London Shipping Containers, Ltd., at London, and of Canadian Containers, Ltd., at Windsor, have been headed by Ray Lawson of London who took over the plant in that city more than 10 years ago and

who in 1929 organized the Windsor plant to take care of the industrial development in that section. E. Victor Donaldson, president of the Gair Company, succeeds him in the presidency of both companies.

The plants at London and Windsor are devoted to the fabrication of corrugated shipping cases and containers and will continue to be operated by their present management.

Wilson & Bennett Manufacturing Company, 6560 S. Menard Ave., Chicago, manufacturer of steel pails, drums and barrels, has bought the Ohio Pail Co. of Middlefield, Ohio. The accounts of the latter company are being taken over by Wilson & Bennett and will be served by this company from its three factories and its warehouse stocks regularly maintained in all principal cities.

The Hinde & Dauch Paper Company, Sandusky, Ohio, has acquired the property and business heretofore owned and operated by the Evans Fibre Box Company, shipping container manufacturers, located at 3301 W. 47th Place, Chicago. This new addition to its facilities equips Hinde & Dauch with twenty-six mills and factories, covering adequately the entire industrial section of the continent, from Eastern Canada and the Atlantic Seaboard to Chicago, St. Louis and Kansas City.



Medal winning packages in the 1934 All-America Package Competition were recently displayed at Hutzler Brothers, Baltimore, Md., together with the exhibits of various well known designers such as Henry Dreyfuss, Lurelle Guild, Russell Wright, George Sakier, Raymond Loewy, Donald Deskey, Gustav Jensen and Van Doren & Rideout. The exhibit attracted about six hundred people daily and was conducted and assembled by Alvin Epstein with R. J. McKinney, director of the Baltimore Museum of Art, as art director.



THIS BEAUTIFULLY LITHOGRAPHED DRUM conveys an impression of the quality that does justice to the fine Procter & Gamble shortening which it contains. It is indicative of the wide scope of Continental's ability to supply tin containers of all sizes and shapes.



Below: SIMPLICITY AND HIGH VISIBILITY mark the new design. The brand name is now given proper emphasis and the new can has a broader display surface. The lock-top has the improved rolled edge—more consumer convenience.



First Aid TO AILING CONTAINERS

For thirty years Continental's development department has enjoyed singular success in modernizing containers, giving them sales appeal, and suiting them to the product, its use and distribution. An analysis of your present package—suggestions for its improvement in design and character—will gladly be made. Simply write, wire or phone the nearest Continental sales office.



THE ORIGINAL DEVOE CONTAINERS were ill-mated and lacking in sales appeal. Now the bottle has been replaced by an attractively lithographed tin container with broad display surface. The new Clean-All package has been given greater consumer convenience, and the added protection of Continental's Tripletite feature. Sales of Clean-All jumped 800%. Renulac did even better.

"IT'S BETTER PACKED IN TIN"

CONTINENTAL CAN COMPANY

NEW YORK

CHICAGO

SAN FRANCISCO

Metal Package Corporation, in order to have its designation more indicative of the nature and scope of its business, has changed its name to **National Can Company, Inc.** This change in name involves no change in management, and the same policies which have attended the constant growth of the business will be continued.

The company was established in 1909, with plants in Brooklyn and New York, later acquiring the John Boyle Company of Baltimore, Md. The organization has steadily extended its business to national proportions, acquiring the Fischer Can Company of Hamilton, Ohio, and, more recently, the Colonial Can Company and the National Can Company with plants at Boston, Massachusetts.

Production facilities have steadily increased and sales offices and plants are now located in Baltimore, New York City, Brooklyn, Chicago, Detroit, New Orleans and Kinsale, Va.

An all-industry convention of the perfume and cosmetic industry will be held at the Hotel Plaza, N. Y., May 21 to 23. This convention will take the place of the usual annual meeting of the **Associated Manufacturers of Toilet Articles**.

Charles S. Welch, secretary of the Code Authority for the Perfume and Cosmetic Industry, is chairman of the business program. The entertainment committee is headed by Charles Kelly. For Tuesday evening, May 21, a theater party is scheduled, the play "Thumb's Up" being the one selected. This is to be followed by a supper-dance at the Hotel Plaza. Wednesday, May 22, a golf tournament at one of the Long Island courses is to be held, while a bridge tournament for the ladies is scheduled for the same time. The annual banquet is scheduled for Thursday evening at the Hotel Plaza. The business sessions are to be held the mornings and afternoons of May 21 and 23.

The Eastern States Carton Corporation on April 1 moved its entire plant and offices to greatly enlarged quarters at 75 Front St., Brooklyn, N. Y. The plant was formerly located at 1 Main St., Brooklyn. The new location contains 100,000 square feet of space for the company's equipment which has been doubled. In addition, it offers the facility of railroad sidings running into the building itself. The increased space will make possible the installation of new equipment and additional improvements planned.

PLASKON PARADE," as indicated by its title, is an effort—and a most worthy one as we see it—to marshal the facts concerning that urea plastic, the products made from it and its extensive possibilities. The first issue—of four pages and printed in two colors—gives every evidence that future numbers will also be well worth the reading. Sponsored, of course, by Toledo Synthetic Products, Inc.

A GIANT TUBE GOES TRAVELING

When milady goes a-traveling be sure it does not mean that she relinquishes her desire to be supplied with such beauty aids as her fancy and good taste may dictate. Quite the contrary, although wherever possible she will reduce space and weight in her packing of these items. It is for this reason that certain packages which contain a smaller supply of the product have a constant call. However, it is also essential that in addition to a reduction in size, such packages must be convenient to use and—it almost goes without saying—be attractive.

The development of the "giant travel tube" which is used by Angela Varona for Varona Skin Food was brought about to meet just such a demand—for con-



venience in traveling and to give women a sufficient quantity of the cream to last quite a long time. And that it did meet a demand is evident from the reported increase in sales even during the depression—twice as many in the summertime, when travel vacations are more frequent, than in the winter.

The red casein top dresses up the already attractive tube, and the key serves for an easy obtaining of the cream as well as preventing a messy appearance to the tube. The triangular carton not only protects the finish of the tube but provides a shape that is easily fitted into the travel bag. The tube is a product of the New England Collapsible Tube Company.

RECENTLY announced by the American Catalin Corporation is the purchase by that company of the name and United States manufacturing rights covering Prystal. This material was a urea product of a waterclear nature manufactured by Societe Nobel Francaise of Paris. Prystal as now made is a cast phenolic resin having the same clarity and beauty as the former French Prystal, but improved in its physical characteristics and produced in a larger variety of shapes, sizes and colors. One of the newest forms is "Star Dust" consisting of clear Prystal in which minute flakes of gold and silver are held in suspension.



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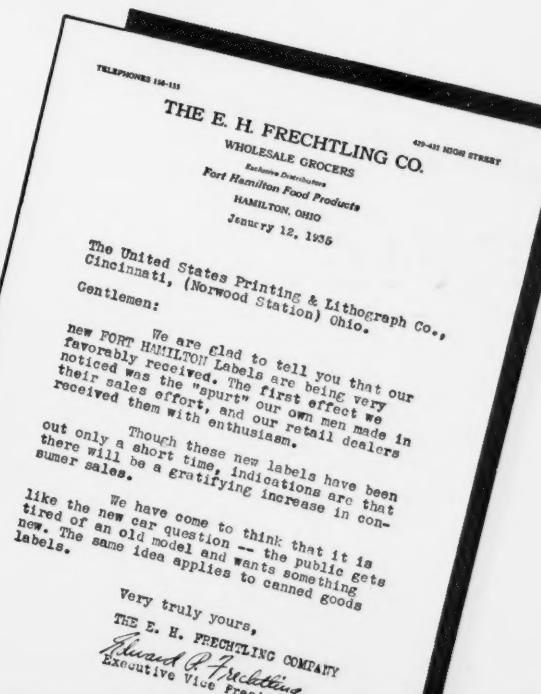
•A LABEL CHANGE

... Is An Advertising Opportunity

It's more than that—it's a stimulus for a sales organization; it's an antidote for dealer apathy; it's an attractive bait wherewith to catch new consumer customers. It's a sales help.

This is the actual experience of the E. H. Frechtling Company. For a number of years, "U S" has served them as a source of supply for color-printing. Naturally, when they decided on label revision, they turned to "U S".

Changing your labels need not be a burden. With "U S" at your call, you can reap many advantages from a change. Modernizing labels, yet retaining valuable trade marks; creating entirely new designs; incorporating new matter to comply with regulations—whatever your desire, you can rely on "U S" for help.



THE UNITED STATES PRINTING & LITHOGRAPH COMPANY

CINCINNATI
312 Beech St.

NEW YORK
52-K East 19th St.

BALTIMORE
412 Cross St.





Beauty

The modern carton must have beauty . . . not the "pretty" kind of beauty but the type that might be called "commercial," for its value can best be figured in terms of dollars and cents and profit. Empire cartons are beautiful in that sense. Clarity of line, sharpness of detail, brilliance of color, balance of proportions . . . all are to be found in the typical Empire carton whether it be a protective package, a display carton or cellophane-window box. And while Empire cartons are beautiful, they are always practical . . . on the production line, on the dealer's shelves and in the home of the ultimate user. Empire cartons are practical, too, from the cost viewpoint. For the extra measure of good looks you'll find in every Empire carton costs not a penny more than you pay for ordinary quality. If you are skeptical, why not ask us to prove it by having us quote on your requirements? EMPIRE BOX CORPORATION, 60 East 42nd Street, New York; 330 S. Wells St., Chicago. Factories in New Brunswick, N. J., South Bend, Ind.

Empire Cartons

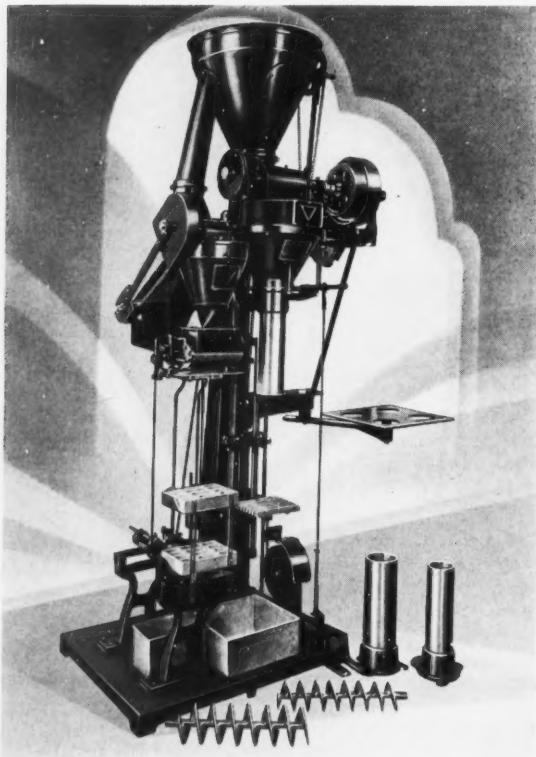
advertised, has a public acceptance which has been most gratifying, thus proving what the company had hoped for—a definite knowledge of what the new package would do.

As may be seen from the illustration, the No-Kap tube incorporates a ball and socket closure which permits easy opening or closing. Patented of course. The tube is said to be foolproof and, because of the cork washer which is under the ball, it affords protection for most products placed in tubes.

The ball is molded of urea formaldehyde by General Industries Company. The tin barrels are obtained from Standard Specialty & Tube Company, and the other stampings are made by the Otten Products Company, manufacturers also of Opeo tooth paste.

FOR PACKING AND WEIGHING

Recommended for use in flour mills, insecticide and chemical plants where products must be tightly packed in containers and accurately weighed, is the Triangle combination auger packing and finishing weigher



(known as Model SN-A), manufactured by the Triangle Package Machinery Company, 907 N. Spaulding Ave., Chicago, Illinois.

It is stated that with this equipment only one operator is required for the filling, packing and weighing, into bags, cans or cartons, of such products as hard wheat flour, soft wheat flour, wheat paste, malted

milk powder, arsenate of lead, insecticides and powdered chemicals. The bulk load of material is filled under pressure through the auger screw. The degree of packing is adjustable. The finishing load is delivered by the weigher. Both stations of this package machine can be instantly adjusted for various sizes or styles of containers.

This unit is heavily constructed and operates most effectively when bags are closed manually, by sewing machine or stapling unit, which requires an operator. This operator removes the completed bag from the finishing weigher.

The machine, shown in the accompanying illustration, is built in two sizes, ranging in capacity from 2 to $12\frac{1}{2}$ lbs. and 2 to $24\frac{1}{2}$ lbs. Production—using flour as a gauge—is as follows: 2 lb., 16 per minute; 5 lb., 14 to 15 per minute; $12\frac{1}{2}$ lb., 10 to 11 per minute; $24\frac{1}{2}$ lb., 7 to 9 per minute (packed in paper or cotton bags). Smaller sizes, up to 20 per minute, when packed in rigid containers.

Overall height of the machine is 8 ft. 8 in., floor space occupied, $3\frac{1}{2}$ ft. by $3\frac{1}{2}$ ft., and shipping weight, 1500 pounds.

NEW IN ICE CREAM MERCHANTISING

Re-use in ice cream containers is new, even though the idea has been established for some time in other fields. The Heekin Can Company of Cincinnati, Ohio, one of the pioneer manufacturers of throw-away ice cream cans has just announced an assortment of finely decorated, colored "home-use" ice cream cans



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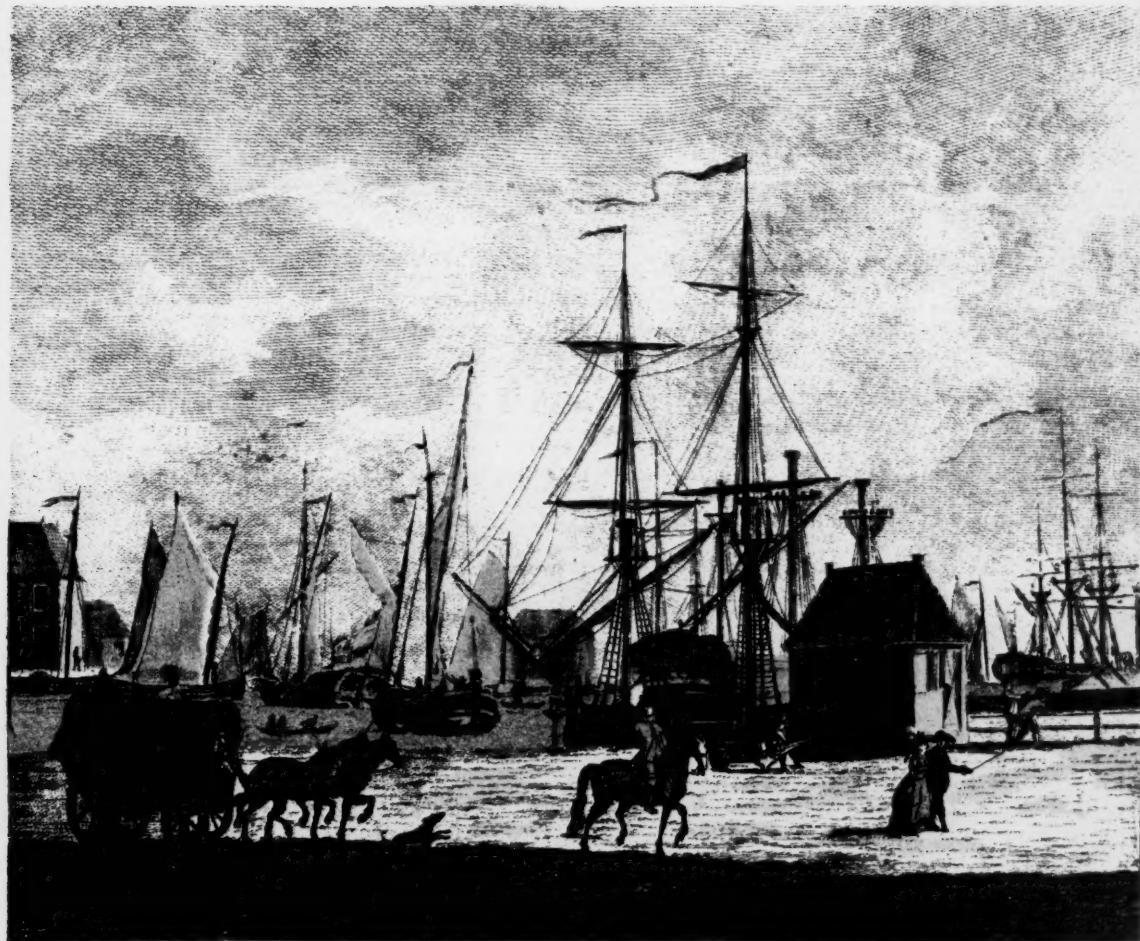
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Exceptionnel artistic effects can be obtained by printing
KELLER-DORIAN'S COTTON VELOURS
unusual surface in line of halftone.

COTTON VELOUR

Born in 1888...
and Still Going Strong

ON the 18th of March, 1888, MR. A. KELLER-DORIAN, always in search of original and beautiful effects, discovered that by applying crushed cotton in powder form on a paper covered with a mordant coating, a perfect imitation could be obtained of

SUEDE LEATHER

This stroke of genius started Keller-Dorian's fame and prestige. Since that memorable day which marks an important phase in the history of Fine Cover Paper Manufacturing

KELLER-DORIAN'S COTTON VELOURS

(Known also as FRENCH VELOURS)

have attained far-reaching renown. All select and exacting users and designers in *North and South America, Europe, Asia and Africa* have, during these many years, acclaimed

KELLER-DORIAN'S COTTON VELOURS

as the outstanding creation in cover papers.



KELLER-DORIAN PAPER COMPANY, Inc.

590 FOURTH AVENUE - NEW YORK, N.Y.

Ask For Our 1935 Catalog Containing New and Exquisite Colors



Take out
Jelly M

LOVE
-KAC
IN ACID STOM

Prompt
Re

B

TIP
OR

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TOP
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Silent Salesmen
SUCCESSFUL DISPLAYS
by
THE RICHARDSON-TAYLOR-GLOBE
CORPORATION
CINCINNATI, OHIO

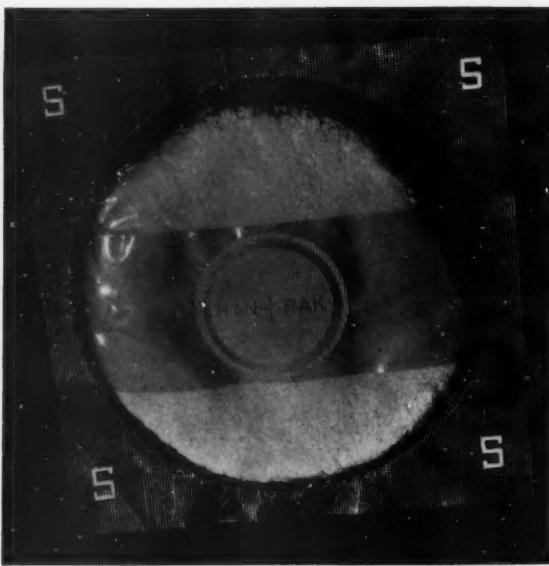
that can be used over and over again. These cans, and there is a wide assortment, are for special purposes and on each one is a design in color, together with the special purpose such as cigar humidor, tea can, sand pail, tobacco humidor, old fashioned "growler," grease can, lard can, cracker and many others.

The Heekin "Home-Use" ice cream can is a standard one quart liquid measure size and because of the standard designs the small manufacturer as well as the large manufacturer may take advantage of its low cost.

The merchandising of this new package will no doubt be welcomed by the ice cream industry. While other manufacturers of various lines have gone forward with new packaging ideas, totally revolutionizing some lines of packaging, the ice cream industry has virtually stood still. This container, in lithographed colors, properly merchandised by any large or small manufacturer should open up new dealer outlets, adding new distribution, as well as new users in the home. The cans can either be packed right in the ice cream plant or over the counter when the sale is made.

UNI-WRAPPS FOR POWDER PUFFS

A new adaptation of the Uni-Wrap package, developed by the Ivers-Lee Company, 215 Central Ave., Newark, N. J., is shown in the accompanying illustration. The package itself is formed by sealing two sheets of moisture-proof transparent cellulose around the product—in this instance, a powder puff. The company supplies a completely automatic machine for



making this type of package, in various sizes and in embossed designs. The machine can emboss the design either on transparent cellulose or on colored papers, or the latter may be crimped in between the wrapping paper to give any color or design desired. The package thus formed is clean, moisture-proof, dust-proof and easy to open.

ELECTRIC SCREW CAPPER

The Scientific Filter Company, Franklin Square, New York, is introducing a useful and practical machine for users of screw caps of all kinds. This machine

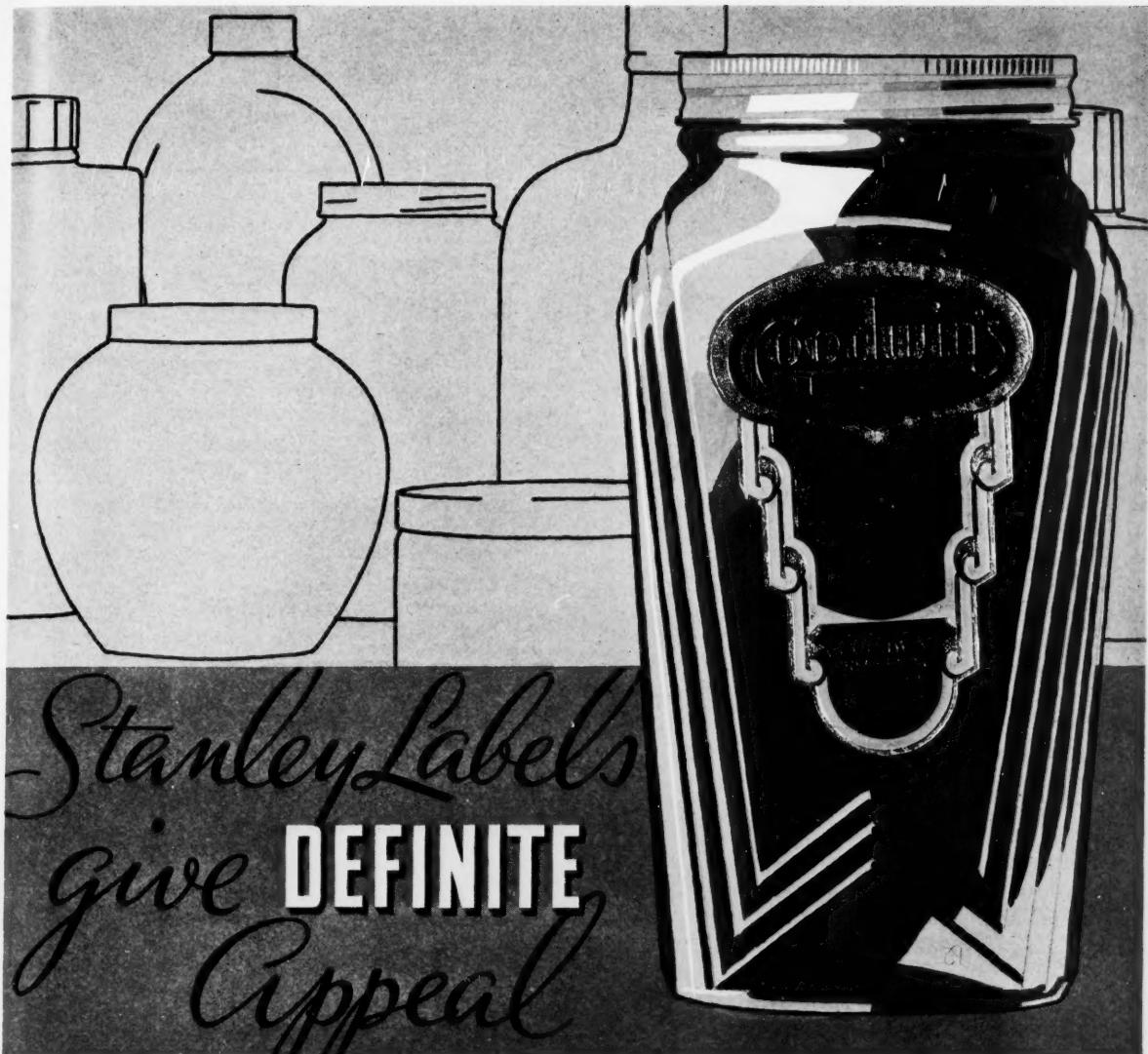
is called the S. F. Whirlwind Capper. It is a small, compact, powerful unit, with a universal current motor, designed to handle screw caps of every description and composition on any type of container. The S. F. Whirlwind is said to be entirely practical for small vials which are difficult to cap by hand, as well as for large wide-mouthed jars. With its quick-change "tailor-made" chucks, it will handle any cap, any size, instantly, whether on bottles, jars or cans.



To operate, the capper is suspended from the ceiling and placed directly over the work bench. A unique spring suspension permits operation with ease over a wide area, eliminating extra steps and motions and speeding up production. The unit will handle from 50 to 100 caps per minute, depending upon the operator and plant arrangements.

The caps are first placed on the containers lightly by hand. Then the operator uses the capper to tighten them to any desired tension. There is a tension adjustment device (patented) which can be set to whatever tension is desirable for the particular job to be done. All caps are tightened uniformly and securely, insuring an airtight, leak-proof seal, with practically no effort on the part of the operator.

"**I**S your shipping box a part of your merchandising plan?" is the pertinent question which is asked by The Hinde & Dauch Paper Company, Sandusky, Ohio, who incorporates this query in a well designed mailing piece that depicts a metropolitan bill-board featuring a shipping case. Examples of shipping cases for several nationally known products are illustrated in an attached booklet. Furthermore we learn, "Your corrugated fibre shipping boxes place before you thousands of square feet of clean, valuable display space which, from an advertising standpoint, can be likened to a bill-board. The strategy of shipping box advertising is to tell a story briefly and plainly. Shipping box advertising is 'general publicity' of the highest type. It can be effectively used to: Reiterate the main selling theme; help establish a slogan or a new package design."



Stanley Labels
give **DEFINITE**
Appeal

Stanley Labels move your product to the front. Buyers' attention is seized by the bright beauty of your mark-of-identification in metallic foil. A Stanley Label is a spotlight to mark your package apart, and quicken sales.

It will cost you nothing to look at a Stanley Label for your product. Clip the bottom of this advertisement and mail with sample of your present label. Sketch and prices will be submitted without obligation.

Stanley means the finest in inexpensive embossed foil labels. Our new lighter foil (see sample above) costs but little more

than quality paper labels—is quick and easy to handle—works perfectly in automatic labeling machine.

THE STANLEY MANUFACTURING COMPANY, Dept. M-5, DAYTON, OHIO

A few desirable territories open to salesmen

Stanley **METAL**
and Metal Foil *Labels*

NEW books

HOW TO PACKAGE FOR PROFIT

Harper & Brothers (\$3.50)

Seven years ago, upon the publication of that very constructive book "Packages That Sell," we hailed that contribution to the cause of packaging with enthusiasm. It offered an opportunity to propose or suggest—although with some trepidation—a "five-foot shelf" that would be of consequence in package circles. Unquestionably, the required measurements have long since been published. But only a small fraction of this has been available in convenient, reference form. One of the authors of the foregoing book, Carroll B. Larrabee, now has further increased the debt owed him by the packaging industry through his recently published "How to Package for Profit." Again he has made a definite contribution to our hoped-for packaging library.

The business of packaging is, too frequently, considered by the manufacturer as an indefinable "plan" which can be called into action at any time between the production and sale of his merchandise. The package, in such instances, may be viewed as a means of protecting his product, or of providing a convenient unit for the customer. And it may even—if the package offers a sufficiently interesting appearance—help to attract sales. But the "plan," as such, is a "hit or miss" proposition with little direction or attempt at continuity of purpose. Perhaps an exaggeration, such a statement? To any one who will take the trouble to analyze many of the packages that attempt a bid for sales, with a view of determining how well they will meet present-day package objectives, the inference can scarcely be otherwise.

Not alone for the benefit of unbelievers in package strategy, but for those who have accepted the doctrine of the consequential package and are seeking for further enlightenment, Mr. Larrabee offers a convincing treatise on packaging practice. And, it should be added, the book fulfills a useful purpose beyond these groups, serving as a valuable reference for those who may consider that they are sufficiently posted to meet the needs of package design and production. In pointing out many of the fallacies which exist in the mind of the manufacturer regarding packages—their design and utilization—he makes use of examples, actual or implied, which establish his contentions in convincing fashion. He does not expect the package to perform sales miracles but contends that, through the application of proven principles, the effectiveness of its merchandising ability can be employed to definite advantage.

The chapter headings, which are as follows, indicate the scope of the subject material while the illustrations, half tones and line sketches, serve to amplify the text: Before Designing the New Package; The Package Change, the Dealer and the Consumer; Getting the New Package into Circulation; Shape; Size; Color; Illustrations; Copy; Typography and Lettering; Materials; Construction; Novelty Packages; Combination Packages; Dual-Use Containers; Gift Containers; Child Appeal; Sample Packages; Premium Considerations; Convenience and Gadgets; Closures; Family of Packages; Packages on Display; The Package in Advertising; Shipping Containers; Inserts; Making Insert and Label Co-operate; and For Foreign Markets.

Some objection may be raised to the didactical question-and-answer style which is frequently followed by Mr. Larrabee. One may logically say, "But this or that is not the question I wish to ask." We are inclined to believe, however, that it is not Mr. Larrabee's expectation to provide a complete panacea for all packaging problems, especially without some use of gray matter on the part of his reader. And it must be admitted that in such a treatment the fundamentals of packaging are not lacking.

While termed "a manual of packaging" and concisely presenting the topics set forth in the table of contents, the book is not without its omissions, which might be expected from the title. We refer particularly to the consideration of package costs—always a moot question when the manufacturer discusses his packaging problem. A subject difficult to handle because of the relative paucity of reliable, obtainable data, nevertheless the expense involved in package design and promotion is an ever-present consideration. But there is room for an extensive book dealing with package costs on that five-foot shelf of ours. Right now we're putting "How to Package for Profit" in its well-deserved reservation.

D. E. A. CHARLTON

13 ANNUAL OF ADVERTISING ARTS

The Book Service Company (\$6.00)

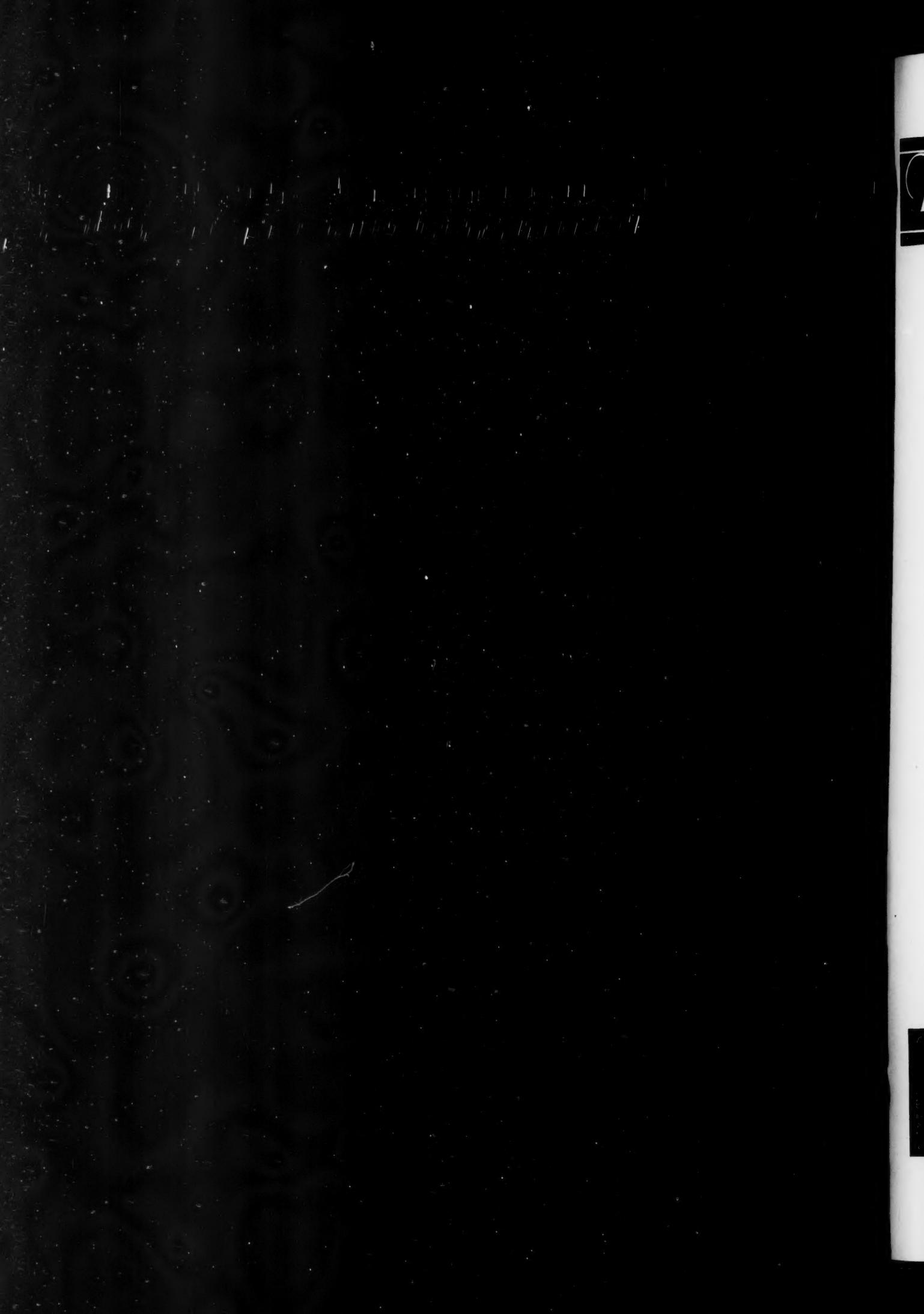
In these colorful volumes the Art Directors Club of New York has annually portrayed the year's progress in advertising art (and, hence, in all commercial and industrial art) as demonstrated by the exhibits at the annual Art Directors' Club Shows. While the absence of packages among the selected examples is quite noticeable, the designer or user of packages will find much of value in this volume. New trends in decorative designs as applicable to packages can be discerned often by the trend of design in the more flexible field of advertising. Similarly color indications can be gained by a consideration of the colors more common to advertising. The volume is, in its very nature, profusely illustrated and it is worthy of comment that many of the finest among the industrial designers are here represented in their advertising work.

KIDSKIN

WASHABLE, WATERPROOF
FAST TO LIGHT
PYROXYLIN COATED
STOCKED IN TWELVE COLORS
GIVES THAT EXCELLENCE IN
SIMPLICITY THAT ENHANCES
THE APPEARANCE OF ANY
BOX OR LABEL.

HAZEN
HOLYOKE

SEND FOR SAMPLE SHEETS



Modern LABEL *advertising*

...IS YOUR POINT OF SALES CONTACT

...IT CAN STIMULATE YOUR SALES

...IT ACTUALLY GETS INTO THE HOME

...and SHOULD REPRESENT YOUR PRODUCT

We have made a lifetime study of labels and their relation to the package as a whole . . . the value of various colors and color combinations. Labels that attract the buyer's eye . . . especially designed to fit your particular requirements.

Inquiries solicited from progressive concerns who appreciate the growing importance of proper labeling.

"QUALITY LABELS FOR QUALITY MERCHANDISE"

R. J. KITTREDGE & COMPANY

812 WEST SUPERIOR STREET

Established 1886

CHICAGO



Score another winner for **BOSTITCH**

The Bostitch fastener which holds the Tempt lipstick to this attractive display card is doing a triple job. First... it protects against theft and handling. Second... it insures adequate display of product and trade mark. Third... it attaches to the product all the necessary information about shades and types available, relieving the salesclerk of a large part of her job and insuring the distribution of the *correct* information.

Within these three accomplishments is found the means to truly "automatic" selling...the kind of selling that, without the aid of salesclerks or of special pushing, creates a growing army of users. Yet the Bostitch staple and the cost of attaching it amounts to less than a twentieth of a cent! No other method can accomplish so much in small-goods merchandising at so sensationally low a cost!

Your product... your problems... both may be different. But Bostitch can help you sell the one and solve the other... just as it has helped over a thousand other manufacturers. Clip the coupon below for full information. Mail it to

BOSTITCH SALES COMPANY

East Greenwich, R. I.

Please send descriptive folders on Bostitch fastening and merchandising methods.

MP-5-35

Name
Address
City State



A new type of tablet package is used for Merck's saccharin tablets. Opens in one hand with a flick of the thumb, is light in weight, shiny and colorful, cannot break when dropped or squeezed in the pocket and doles out the tablets singly—all important sales advantages since the tablets are constantly carried by diabetics. The label is molded into the blue Durez case, which is molded by Mack Molding Co.

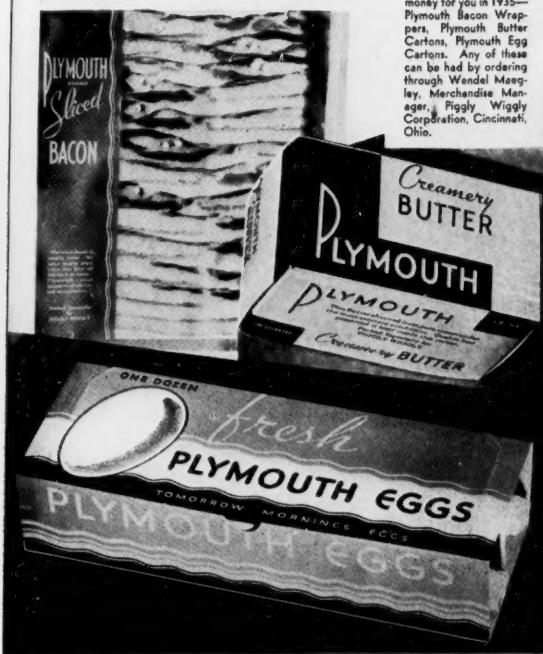
A NEW bag making machine, designed to turn out side seam tubes, at speeds higher than have been previously attained, for flour sacks from 1 in. to $1\frac{1}{8}$ barrel size, is described and illustrated in a recent bulletin issued by The Smith & Winchester Manufacturing Company, South Windham, Conn. One of the most important features of this new machine is the photo-electric cell, side register control. This device is said to hold side seam variations to less than $\frac{1}{16}$ in.

THE TREND IN FANCY PAPERS

(Continued from page 48) "Every day, new products are being wrapped totally or partly with aluminum foil. The brilliancy of this metal catches the eye and makes the products wrapped with it look neat and alluring; they outshine similar products on which foil has not been used. Undoubtedly, this is the greatest selling point of this article and the reason why every day more users adopt foil."

"The box manufacturers who use a large quantity of this paper have awakened to the fact that embossed foils apparently all look alike regardless of the beauty of the designs. This is due to the fact that all previous embossings used were flat designs. Heavy embossed foils lend to box wrappers, catalog covers, cards and displays a 100 per cent more metallic effect and are increasing in popularity."

Additions To The Plymouth Line!



Great newcomers that will make friends and money for you in 1935—Plymouth Bacon Wrappers, Plymouth Butter Cartons, Plymouth Egg Cartons. Any of these can be had by ordering through Wendell Maegley, Merchandise Manager, Piggy Wiggly Corporation, Cincinnati, Ohio.

New cartons for the Piggy Wiggly Corporation have been overwhelmingly received by store managers and consumers. Their use by dealers was encouraged by the broadside illustrated.

The new designs are by Louis H. Hemath

WHOSE OX IS GORED? A Lithographer Writes to an Artist

Dear John:

I have your letter of the 8th and I have carefully noted the paragraph in which you suggest that since it is impossible to get the price you feel that you should have for your sketches out of the food manufacturer, you wonder whether the cost cannot be added to the price of the labels and not be noticed.

Friend John, it will be noticed, and it will be noticed a whale of a lot. Based on the manufacturer's ability to buy labels, I can get the cost out of these sketches in two years if I add 8 per cent to the cost of the labels, and that is 8 per cent added to his production costs.

You started this thing, John, you and some of your fellow artists. I can remember the time when we used to have a nice job on this particular product. It was five colors, gold and embossed. It was well printed, we bought a good grade of paper to back it up and the cost of the label was so minute on each individual package that he had to carry his figuring out to four decimal points to get a percentage relationship between the costs of his article and the label.

The retail price on the article is still two bits. The manufacturer has had only a slight change in his volume, due to the depression. The change in volume was about the same percentage as the change in volume during the 1921 depression.



They stand up ~ and stand out!

These labelled-when-made *colorful* vials bring your product to the consumer's notice; they're *different*—more modern than glass; they won't break; they won't cost anywhere near as much to ship. Unbeatable for commodities ranging from styptic pencils to pills.

Transparent or opaque,
made in jars, bottles or
tubes by

Hycloid containers

Send for samples

HYGIENICTUBE & CONTAINERCO.

42 Avenue L, Newark, N. J.

I have just checked the records, John, and in 1921 when you made the first series of designs at my direction for this manufacturer, I paid you more substantially than the bill which you have just presented to me and asked me to charge in. It was charged in then, on a two year basis and reflected back at approximately 1½ per cent.

Since that time, of course, you and a lot of other people have gone modern. You went to that manufacturer and told him that you could save him money by cutting out colors. You also cut out embossing, you cut out gold. It's true that you did replace the gold with silver ink because it was modern. You and some of the rest of the fellows cut my industry out of four-fifths of the possible work that we could do on this manufacturer's business. You sold this fellow on the idea of using two colors on tinted paper, in place of printing.

John, you went modern! You told me so yourself. John, you didn't go modern, you just followed the herd! Your idea hurt that manufacturer more than any other single thing. You posed as an authority and helped him to get his package closer and closer, at every press edition, to a modernistic design and somebody else was helping his competitor to get closer and closer to a common denominator of similarity that puts cheese, perfumes, tomatoes and corn cure in packages that so closely resemble each other that the consumer cannot tell the difference. And what did you save, John? You made a percentage saving to this man which you must figure out to six decimal points to find on an article that still retails for two bits.

The first job that you ever made for me was an exquisite little candy box design. That job had a rose on it that we reproduced in seventeen colors. Remember? It was a beauty. I have that thing in a scrap book yet—and that was years ago. I paid you \$200 for that job. It took you a week to paint it, you were well satisfied, and so was I. So was the candy manufacturer. The thing went on a one pound box that sold for \$1.00, remember? The package is still on the market, modernized. It's got the rose which you first designed, modernized so that it looks as though it was made out of wooden blocks. John! A rose made from wooden blocks! That's what it looks like! And it's printed on tinted stock in pink and black. I don't know who is doing the printing now. I don't know who did the artwork, but I do know this, that a five dollar bill would have over-paid the artist. But John, I bid \$7.10 a thousand labels and lost. The first job sold for \$47.50 a thousand. The quantities are about the same and it's still a dollar box of candy.

It's time somebody realized that you can't bite the hand that is feeding you. I am sorry old boy, but you have got to put up with your bargain, I can't help you. You got our old customer so interested in petty larceny type of savings that he begins to chisel on you too because he realizes that you artists have reduced

package design to such simple fundamentals that a child can put the blocks and triangles together and make a package. Anything he pays for such simple development is superfluous.

Yours sincerely,

Bill.

We invite arguments pro and con on the foregoing letter, sent to us by a prominent lithographer. In submitting same he states: "I have made a fair living over a period of several years. John and I have put our heads together many times and 'spun schemes' which have made money for both of us to the detriment of my industry and to his. But his letter and my answer to it has started me on a path of very serious thinking and I am sure that if you printed this that you would get a lot of hot-headed arguments, both pro and con. I pass it on for what it is worth to you." —Editor.



Pro-phy-lac-tic Brush Company uses a stereoscopic display container for the counter. One looks into the hood and sees micro-photographs illustrating the ends of the new round end Pro-phy-lac-tic bristle as well as the ends of ordinary bristles used in other tooth brushes. The lower part of the counter display is a unique merchandiser and contains a supply of the new Pro-phy-lac-tic tooth brushes individually packed.

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USE NITROCELLULOSE LACQUER



for Paper and
Cardboard

NITROCELLULOSE LACQUER*, as a finish for beautifying and protecting printed or unprinted surfaces, possesses the following advantages:

A crystal-clear protective film.

Intensifies and brightens colors . . . Adds luster.

Waterproof and washable. (See other side of this page.)

Withstands chafing and scuffing in shipping and handling.

Resists fats, oils, acids, alkalies, and stains.

Lacquered surfaces do not stick together or become tacky.

Does not discolor white surfaces or darken with age.

Lacquered surfaces are not easily soiled by dust, dirt, or fingerprints.

* ALSO REFERRED
TO AS
PYROXYLIN
COATING



HERCULES POWDER COMPANY
INCORPORATED
WILMINGTON, DELAWARE

HERCULES POWDER COMPANY • WILMINGTON • DELAWARE

I AM INTERESTED IN NITROCELLULOSE LACQUER FOR USE

ON _____

NAME _____ COMPANY _____

ADDRESS _____



WASH IT OFF!

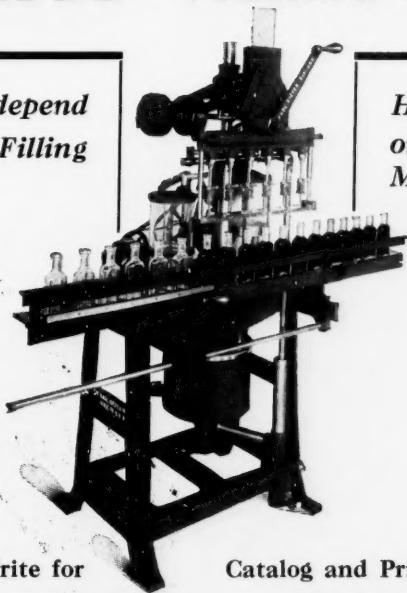
Test No. 1 . . . Try It Yourself!

You can quickly restore this picture to its original freshness by rubbing with a wet cloth. *The nitrocellulose lacquer finish is highly water and soil resistant.*

**100-135 GROSS A DAY BOTTLED BY THE
"Cinati" FILLING MACHINE**

Here's what you can depend on with a "Cinati" Filling Machine:

You can bottle 100 to 135 gross a day.
Of any light or heavy liquid product.
Into standard or sprinkler top bottles.
Do a neat, accurate job.
Fills six bottles at a time—will discharge bottles automatically onto a conveyor.



Here's why you can depend on the "Cinati" Filling Machine:

Easy to operate—no experience necessary.
Quickly adjustable for different size bottles.
Vacuum-operated—will not fill your product into bad bottles—no drip, overflow, mess or waste.
All-metal construction—no rubber hose to cause trouble.

Write for

Catalog and Prices

THE KARL KIEFER MACHINE CO. Cincinnati

P. Jorgensen
311 California St.
San Francisco

A. J. Sterling
225 Broadway, Room 1209
New York City

M. C. Finn
10 High St.
Boston

T. C. Kelly
222 W. Adams St.
Chicago, Ill.

C. S. du Mont
Windsor House, Victoria St.
London, England

Our line of manufacture includes a variety of paper cans and composite cans for insecticides, chemicals and various other food products.

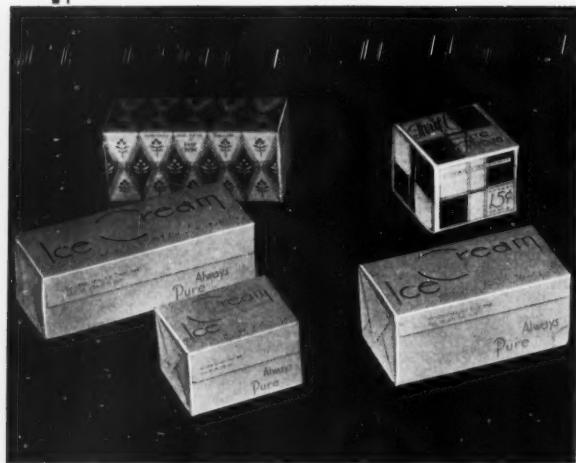
Cosmetic manufacturers will find our Talc and Dusting Powder Containers both attractive and economical. Made in a variety of sizes, they are readily adapted to colorful wraps—lithographed, printed or with raised printing.

Let us help to make your package a sales builder.

CROSS PAPER PRODUCTS CORPORATION
THIRD AVE., AT 140TH ST., NEW YORK, N. Y.



SPEED UP WRAPPING
IMPROVE APPEARANCE
CUT COST!

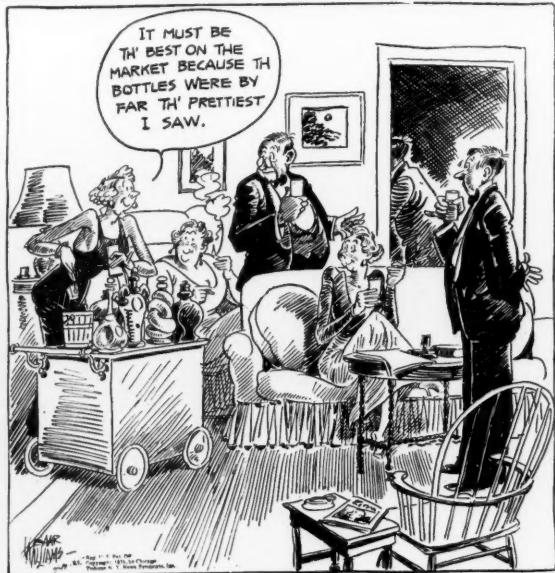


Hayssen—builders of wrapping machines for more than twenty-five years—manufacture a line of automatic carton wrapping machines. Simple in construction and low in price, these automatic machines will wrap in Cellophane or waxed paper at the rate of 1500 or more packages per hour. The machines are available in several models and are adjustable to wrap various sizes of cartons.

We will be pleased to send further information and prices. Write us today.

HAYSSEN
AUTOMATIC CARTON
WRAPPING MACHINES
**HAYSSEN MANUFACTURING
COMPANY SHEBOYGAN, WIS.**

SOMETHING OUGHT TO BE DONE ABOUT THIS



The above cartoon by Gaar Williams appeared in the April 12 issue of the *Chicago Tribune*. It is reprinted with the permission of the *Chicago Tribune*—New York News Syndicate, Inc.

Allen M. Cate, advertising manager of the Carter's Ink Company, has resigned to become New England representative for Consolidated Lithographing Corporation and has opened an office at 755 Boylston St., Boston, Mass. Mr. Cate, who headed the Carter packaging program, has been retained by Carter's in the capacity of design counsel.

GIFT PACKAGES OF INCREASING IMPORTANCE TO DEPARTMENT STORES

(Continued from page 77) so great that consciously or unconsciously he feels antagonistic to the person who sold him the package and the store in which he bought it. And the beautifully packaged inferior merchandise may do no end of harm.

That constitutes what seems to us an undeniable challenge to the manufacturer of good merchandise. Package your merchandise *distinctively, attractively and seasonably*, and you should have no competition so far as the visual appeal of your product goes. Then *advertise wisely* your package in holiday dress as well as your product, and you will at least have all natural means working with you to eliminate competition and keep your product in the lead.

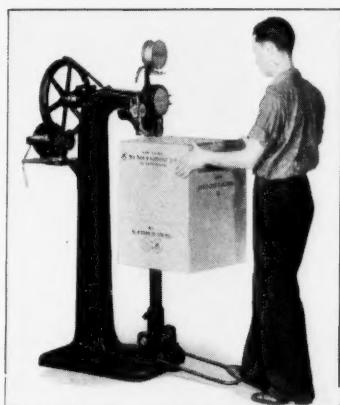
Closely related to the question of the sales appeal of gift packaging was a second question asked of all the buyers and merchandise managers reached by this inquiry: "To what extent are you influenced by the package in the purchase of merchandise for resale by your company?" Answers to this important question,

A New Meaning to "Carton Economy"

Here is a machine that will justify your careful consideration for economy and speed in stitching carton bottoms. It reduces by 50% the number of manual operations required to stitch a box. Savings run as high as 60% over other methods of preparing your cartons. Handles any size carton (no adjustments necessary

when changing from one size to another) at a speed of 200 to 300 bottoms per hour.

Write for free bulletin describing this and other Ideal machines for every box-stitching requirement. You may uncover an application to your problem that will save you money.



**Ideal Stitcher & Mfg. Co.
Racine, Wis.**

IDEAL BOTTOM STITCHER



LUSTEROID offers individuality

Containers, like people, must have individuality to be really attractive. Stereotyped packaging has long since been a thing of the past—each product must now have a package prepared and designed especially to bring out its good points and arouse Mr. & Mrs. Consumer's interest.

Individuality may be expressed in your package if LUSTEROID is used—any suitable color—transparent or opaque may be had as well as colorless transparent—imprinted with your advertisement.

Write us for samples and suggestions.

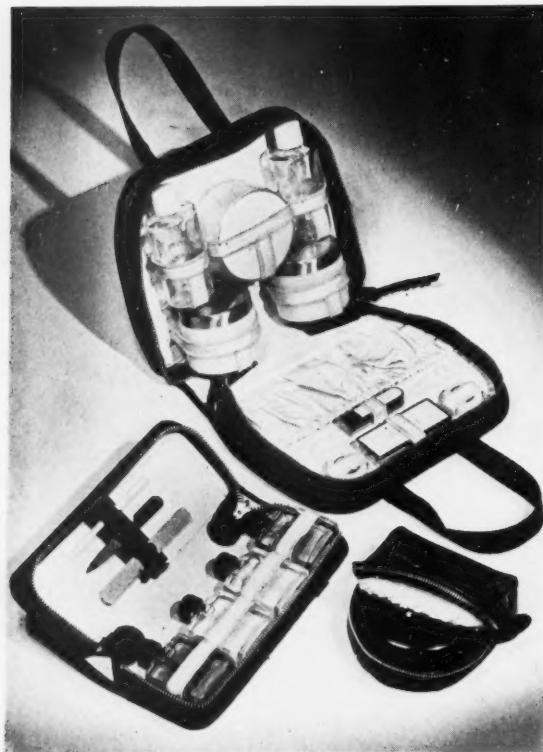
LUSTEROID CONTAINER COMPANY, INC.

Formerly Lusteroid Division of The Sillcocks-Miller Company

10 PARKER AVENUE, WEST
SOUTH ORANGE NEW JERSEY



Increase Your Sales With
**TRAVINS RE-USE ZIPPER
KITS**



TRAVINS ZIPPER CASES, individually designed to fit quality products, have repeatedly produced sales increases that justified their low cost many times over. Travins Kits are available in leather, imitation leather or any other materials.

Manufacturers of cosmetics, clocks, watches, jewelry, precision instruments, sporting goods and other quality products, who desire to improve the appearance and re-use appeal of their packages, are invited to submit their problems. Our designing staff will, without obligation, prepare suggested Travins Kits for your approval. Address—

**TRAVINS
LEATHER
PRODUCTS
CORP.**

Elizabeth, N. J.

SHOWROOM, 303 FIFTH AVE., NEW YORK

on the part of ninety per cent of the buyers, were in one or two words. "Considerably," or "very much."

Of course, in gift packaging problems, each department is more or less a law unto itself. A buyer of stationery at Stern's, New York, said, "60 per cent buy the merchandise and 40 per cent buy the package." She had formerly bought the same item for Macy's, and carried over their policy, identical for this item.

Men's wear buyers say that they are influenced little by the package throughout the year, because 90 per cent of the merchandise they sell is immediately unpacked on arrival and is shown unpacked on the shelf. But, in gift merchandise, they, too, are package-influenced.

Third in order of the queries submitted to these representative buyers was that on what the buyers themselves are doing about the packaging situation. If they believe in the pulling power of the package, are they co-operating with manufacturers to help them prepare and manufacture only those types of packages which will sell best through their retail store outlets?

Here the packaging policy of the individual store had to be taken into consideration. Most stores' buyers replied that they did cooperate with manufacturers from whom they expected to buy, particularly if those manufacturers had good merchandise which they would have purchased had it not been for the lack of or the inappropriateness of the package. Here, again, the type of goods handled by each department necessarily played an important part, as well.

Buyers of cosmetics, stationery, toiletries, hosiery, and gift items almost universally replied that they worked closely with manufacturers to aid them in producing the right gift packages for the product and the public it was intended to reach. A buyer of housewares at Stern's worked with a chamois salesman only recently to help him evolve a transparent package for his goods which would show the merchandise, perhaps leave a small aperture in it where the customer could feel of its quality, and yet keep it neat and unmussed from too much customer handling, as always happened when the merchandise was left open on the counter.

Buyers of stationery in New York stores have perhaps done the most toward buyer-manufacturer package co-operation. Each buyer usually designs his own package designs, or gives the manufacturer a theme for a promotion around which he wishes his package designs to center, and thus allows the manufacturer to come in on the profit which the increased sales resulting from such a planned promotion generate. Many buyers of stationery are requesting 90 per cent of all manufacturers with whom they deal to put up papers in boxes bearing only the store's name and trade mark, so that they may be more or less competition free instead of having to meet price-cutting of standard advertised brands. And also so that they may be sold in these store packages as gift packages, without further gift wrapping which might not mention the name of the store.

Again quoting our unnamed informant, whose research in the subject of packaging and particularly gift wrapping has made him an authority in this field, "This





question received a wide variety of answers. Our handkerchief buyer said that she felt the packaging was so important that when buying she very often had specially designed boxes and wrappings used. Our confectionery and foodstuffs buyer said that she was continuously trying to have new and more attractive packages created. And our general merchandise man said in every possible instance he had packages Cellophane for cleanliness. They sold better, too."

Not only designing new packages in cooperation with manufacturers, but redesigning old ones is done by the department store increasingly today. Mrs. Lang, stylist for Lord and Taylor, New York, has found it worth while for both store and manufacturer when that has been done in the past.

Whether a redesign or an original design, we have not been able to find out, but the Easter lily perfume promoted by Lord and Taylor for Easter gifts is an excellent case in point. This exquisite perfume, of unusually fine quality, is scarcely sold throughout the year—at least in comparison to the quantities in which it is sold during Lent of each year. Yet its package is a perfectly coordinated thing, carrying out the symbolism of the season, the name of the product and the high quality of the product in a way entirely exclusive with this store and hence designed to attract its clientele.

The package is in two parts, the simple, oblong cedar chest in which the bottle is shipped, and the slender,

lily-shaped glass bottle on a thin circular plain glass base. Its trade name is Lili, and in displays the product is tied up with illustrations of Bermuda lilies, whose shape it so closely resembles. Because of its appropriateness and its exclusiveness, it commands a price which is rather higher than average for that quality.

Other ways in which department store buyers cooperate with manufacturers in evolving packages for year-round sale as well as for gift sale are legion. Yet they can be much greater. There are still many buyers who say, "It is our job to sell only 'best sellers' in this department. We will carry only nationally advertised lines in this department, lines made by corporations so large that their own improvements on the package keep it up to date and relieve us of all responsibility and worry in that direction."

A great field for buyer-manufacturer cooperation which has as yet been only scratched is that of cooperation between two or more departments of a store in combining two items in a single package. An example of this is the recently introduced Carnation boutonniere package being sponsored by Macy's, New York. The package and its contents are sponsored by the department of toiletries and cosmetics. In the box on whose cover is the expected illustration of a red carnation, are two items, from as many departments: both the perfume, and a carnation boutonniere. The clever sales line accompanying the package tells the customer to



"You have given us a most outstanding embossed foil label," writes President R. J. Lichty of Black Hawk Coffee & Spice Company, "and our sales records bear out our high opinion of it."

Tablet & Ticket has specialized in the creation of high quality labels and seals for well over half a century. T & T Perfect-O-Cut embossed metal foil labels are the finest that can be produced. Designs based on merchandising experience add the final factor in creating LABELS THAT SELL.

Send for generous assortment of samples.

The TABLET & TICKET CO.

1019 W. Adams Street, Chicago, Illinois
Offices in All Principal Cities

THE TABLET & TICKET CO., 1019 W. Adams Street, Chicago, Illinois
Gentlemen: Please send me an assortment of your Perfect-O-Cut
Embossed Metal Foil Labels. On attached list are
products and sizes packed. No obligation.
Name _____
Address _____

*Give the
Wonderful
Display Value
of Glass
a Chance*



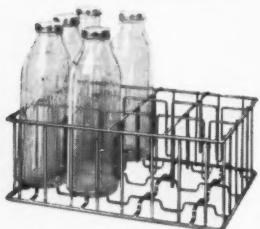
DW-398 Pyramid Stairstep Display



DW-308 Slanting Shelf Floor Display



DW-275 Stairstep Counter Rack



DW-1213 Oil Bottle Display Crate

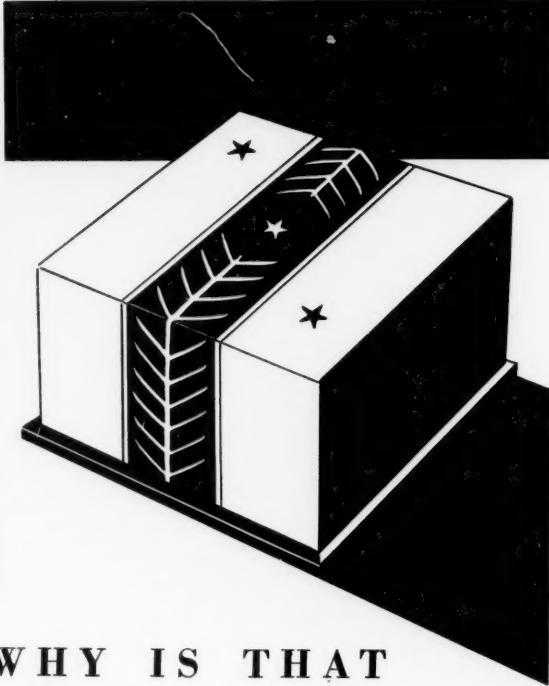


DW-310 Circular Floor Bottle Display

FOLLOW THRU WITH UNION DISPLAY RACKS

They Provide a Uniform, Effective Display of Your
Products in Every Store

UNION STEEL PRODUCTS CO.
521 N. BERRIEN ST. ALBION, MICH.



WHY IS THAT “QUALITY” TOUCH SO ELUSIVE

Have you tried to get an air of superior quality, a feeling of distinction into your boxes?
Have you failed?

Then you will be interested in the experience of dozens of Buedingen clients . . . firms, who, like yourself, have been dissatisfied with their packages, yet unable to achieve the desired appearance without prohibitive cost.

These firms have found, in our Design Department, a staff able to visualize their merchandising problems, able to interpret their need for the unusual and, most important of all, able to plan their designs so as to result in great package improvement at no increase in costs.

If you would like to achieve similar results, we invite the opportunity of discussing your requirements with you. Write to—

FERDINAND BUEDINGEN COMPANY
INCORPORATED

ROCHESTER ★ ★ ★ N. Y.

"wear a carnation boutonniere which does not fade and keep it perfumed with its own fragrance."

Another field for much greater exploitation by both buyers and manufacturers catering to the retail trade is that of the combination package. This has evolved more or less slowly, taking its origin no doubt from the early protective transparent wrapping done by a store to keep clean four or six or even twelve objects of the same kind, or groups of accessories, or combinations of novelty items of which the customer would not normally purchase more than one or two separately, but which she would be apt to buy in groups of five items or so, simply because of their packaging.

One example of this is the packaging (in transparent cellulose or in boxes designed to fit a group of related objects such as fancy toilet soaps) in groups of five or six cakes, or the gift packaging of other bath accessories in sets. These sets, made up by the buyer in collaboration with the manufacturer, frequently sell below the price of similar sets put up in luxury packages by national advertisers, and thus fill the needs of thousands of persons who can't always afford to pay even the moderate prices of many well-known lines.

A buyer can occasionally be the "doctor" for a line of good merchandise which is not displayed to the best advantage. Such a "clinical" bit of assistance is often the difference between profit and deficit for the manufacturer who hasn't been able to lay his finger on the reason for the non-sale of an item. The buyer of toys and sporting goods, in many stores, has a giant opportunity there. In the field of toys and games, where new games come out, more than a box for the tools of the game is needed. The many pieces a purchaser gets for his money—his racquets, balls, net, clamps, and book of rules for table tennis, for example—must be revealed at a glance to the person who lifts the cover of the box for the first time. The way the game is played must be shown in pictorial illustration on the cover, if the game is at all unfamiliar. And the colors in which the box is lithographed must be vigorous, fresh, and clear, to appeal to the active type of person who would ordinarily purchase games, if the package is to be a success. Often manufacturers, wishing to oblige the buyer by providing him a compact package, or wishing to cut heavy shipping or delivery costs, costs estimated on the cubic foot, make the mistake of putting the many items of merchandise in a small box. The customer sees only a few of them, and will be apt to purchase a competitive product packaged so that it "looks like more." Such an example was given us by the buyer of toys for Stern Brothers.

A buyer also senses quickly when a gift package is "dead." To many buyers the re-use, or after-use package, in which many Christmas gift items have been packaged during the last two years, is "dead" after it has gone through one holiday season. The re-use package, which was the subject of the fourth of our six inquiries to buyers, is received gladly by the customer only as a gift package, and hence is practically unwelcome outside the Christmas season. Women like to

in 5 minutes!

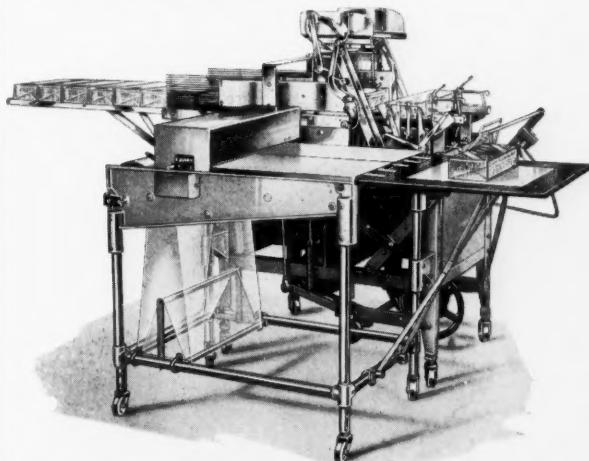
MILLER "economatic" wrapping machine

ADJUSTS FROM ONE TO ANOTHER OF THE PACKAGES ILLUSTRATED



The Miller "ECONOMATIC" Wrapping Machine can be adjusted in five minutes or less for packages ranging in size from a small cough drop package to a large biscuit package. It also cuts sheets from the roll, wraps and seals neatly and speedily with either "Cellophane" or waxed paper. The "ECONOMATIC" is being very successfully used in the wrapping of drugs, clothes pins, biscuits, tobacco, napkins, cake, coffee, soap, candy, dried fruits, greeting cards and a variety of other products.

Write today for complete information.



**MILLER WRAPPING &
SEALING MACHINE CO.**

14 S. CLINTON STREET. CHICAGO

USE YOUR CATALOG...



TO FIND NEW MATERIALS

Scan the advertising pages carefully, study every new product—every important advance in the packaging business is advertised on the pages of the Packaging Catalog.

TO LEARN ABOUT MACHINERY

Read the machinery sections in the front of the book. Every known process, every established and newly developed use for packaging machinery is fully described.

TO DISCOVER SUPPLY SOURCES

Read the advertising pages again, then turn to the big Buyer's Directory, beginning on Page 133. There is nothing you can want that isn't listed.

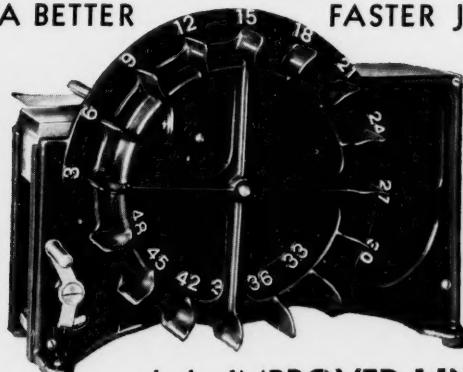
TO IMPROVE PACKAGING METHODS

Read of the qualities and descriptions of materials, machinery, processes and their applications—a veritable education on the business of packaging. *USE YOUR CATALOG.*





SAVE TIME—SAVE TAPE
DO A BETTER FASTER JOB



**with the IMPROVED LINK
GUMMED TAPE DISPENSER**

Three to forty-eight inches, or any length, of perfectly moistened tape at a turn of the wheel. A sturdy, practically fool-proof machine. For 2, 2½ or 3 inch width of standard tape rolls. No gauges to set . . . no stops to adjust . . . no buckling of tape. Guaranteed for two years against defects. Saves its low cost in a short time. For full details write—

only
\$29.50

L. LINK and CO., Inc.
149-151 Lafayette Street New York, N. Y.

DOLLARS TO DOUGHNUTS
YOU HAVE ADHESIVE PROBLEMS



Submit your
adhesive troubles to
the Upaco Laboratories.
Continuous research has solved many
manufacturers' adhesive difficulties.
What is yours? Upaco laboratories
are prepared to serve you.

UNION PASTE CO.
200 BOSTON AVE. MEDFORD, MASS.



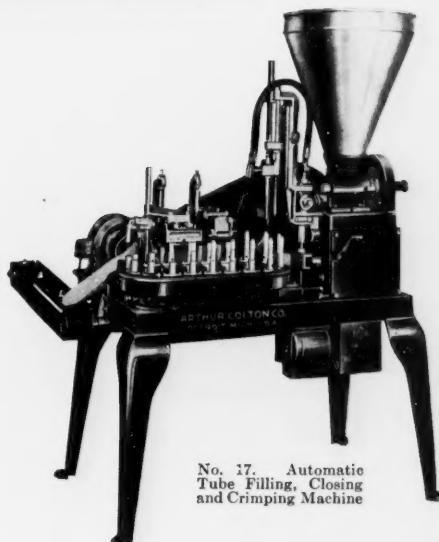
IT'S CLIPLESS!
the COLTON
CLOSURE.

This modern method of sealing and closing collapsible tubes is a marked improvement over the old method of sealing with clips.

Note the attractive finish given to end of tube by the Colton Crimping Machine. Many production expenses are eliminated by this clipless closure—i. e., cost of clips, time required to replenish clip rolls—and maintenance expense of automatic clipping heads.

A descriptive folder fully describing the Colton Closure sent on request.

ARTHUR COLTON CO.
2600 JEFFERSON AVE., EAST
DETROIT MICHIGAN



No. 17. Automatic
Tube Filling, Closing
and Crimping Machine

SPECIALISTS

in the manufacture of

CAN & BOTTLE CLOSURES



LET us quote you on your requirements. Hundreds of dies and molds available for Lead and Tin Collapsible Tubes, Aluminum and Nickel Plated Cork Tops, Polished Coppered Can, Sprinkler Tops, Screw Caps, Aluminum & Colored Zinc Capped Corks, Lead and Tin Coated Spouts, Metal Specialties. Over 75 years' experience in meeting the needs of packagers. Call upon us for aid.

Consolidated Fruit Jar Company
New Brunswick • New Jersey

LION BRAND ADHESIVES

STRENGTH ★ DURABILITY ★ QUALITY

CELLOPHANE GLUES FOR EVERY TYPE
PLAIN CELLOPHANE
MOISTURE-PROOF CELLOPHANE
SYLPHRAP
KODAPAK
PROTECTOID

CARTON GLUES FOR EVERY TYPE OF AUTOMATIC MACHINE
JOHNSON AUTOMATIC
PNEUMATIC SCALE
J. L. FERGUSON
STOKES & SMITH
REDINGTON SEALER
BRIGHTWOOD MACHINE and all other sealing makes

Let us consult with you on any and every problem of glue and adhesives. Our Technical Department is at your service. Samples—of course.

MANHATTAN PASTE & GLUE CO., Inc.
382 SECOND AVE., NEW YORK
Philadelphia—Chicago—Buenos Aires

buy re-use packages for men, and vice versa.

There are some exceptions to this rule. In my opinion, judging from the replies of buyers everywhere, necessities sell throughout the year "just as they are." But certain types of luxury products which are or can be used as gifts the year round, still sell better with the aid of a container which may later be used.

Closely allied to the re-use package is the durable package which will take refills. This, while not strictly re-use, still may be considered in that general class. It is often a sales inducement which brings new customers to a long-established product which has a more or less constant sale on its quality and reputation alone.

However, buyers report that, to be at all successful, a re-use package *must* be wisely chosen. As the stylist for Lord and Taylor, New York, says: "It must fit the merchandise and not be a forced issue." I would put it a little more strongly than that. It must fit the greatest and most probable needs of the prospective purchaser of that merchandise or it is worse than deadwood on the buyer's hands. A good example of a re-use package which was not judicious is a sewing-box, cretonne covered, in which a novelty stationery was packaged, "gift-packaged," it was said. The box had an "after-use," certainly. But its psychology was all wrong. Ladies who sew seldom write letters. And if they are industrious enough to sew, they almost always wish a better grade of stationery than the rather cheap kind which had to be put in that overly expensive box and still keep its price down where it would be in the volume range. Furthermore, if the ladies who sewed wished sewing boxes, they would not be apt to go to stationery departments to find them, and they would undoubtedly wish a better grade of sewing box or basket than this. Similarly, the ladies who are addicted to the pleasant art of letter-writing are all too apt to purchase paper either because it is inexpensive (and they can't afford better), or because its texture and quality pleases them. And in either case they would wish to get the best paper for their money, regardless of box. A set of boxes like this, a foolish purchase of an otherwise clever buyer, still stands on her shelves, I heard recently.

Our fifth question to buyers and merchandise managers related to sales tests—tests of the relative pulling power of redesigned packages as compared with the originals. The response to this question was 99 per cent "No. We do not conduct sales tests of this kind." Only one response, from the buyer of toilet articles at Lord and Taylor, New York, stated that sales tests of this kind had been conducted. In that store, and that department, it was found that sales did not increase after a package had been redesigned. The reason given was: "Most customers resent a change in an item they are used to buying." The same statement from buyers in other stores revealed a similar attitude among the established customers for any one product: Packages, like faces, become familiar, then become almost habits with people who have known them long. A change in the exterior is mistrusted, even if it is a change for the better, because it is feared that a similar change has

occurred in the characteristics and quality of the product enclosed in the package.

But, when a re-designed package is "backed up" by advertising—when, through announcement in publications, attention given by means of displays pointing out the beauty or practicality or other advantages of the new package—the consumer acceptance and increased demand is noticeable, even remarkable. For in such advertising the customer is assured that the former quality will be maintained and not sacrificed.

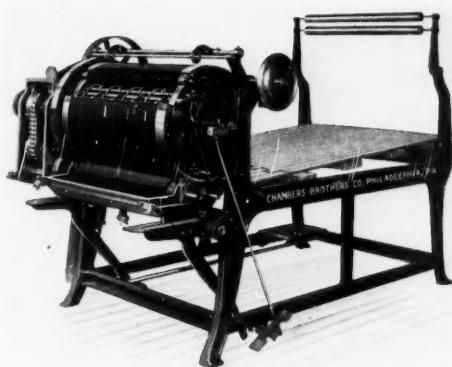
Buyers feel that new packages which retain either the distinguishing marks or the identical colors with the old often are received most effectively by the public. In this case, improvement is effected without loss of familiar features. The simplifying of an old package is almost universally received with acclaim.

Simplicity is one of the trends remarked on by all buyers and merchandising managers in their response to our sixth and last question in this survey. Attractiveness is another. Durability a third. Greater customer convenience a fourth. And appropriateness to the modern interior a fifth. This last trend has been particularly marked in the field of gift packages for cosmetics and toiletries, and for drugs. Gradually replacing the too, too frilly and ornate packages for homely items are new, dignified, one- and two-color packages with a minimum of lettering, a maximum of clear space, and a definite grouping of necessary paragraphs of information in places where they do not mar the clear, clean design of the whole.

F. Dowley, merchandise manager of the J. L. Hudson Company, Detroit, says: "We heartily favor the trend toward artistic shaping and coloring of containers for cleaning fluids and powders. Many well-known items may now be left, handily, on bedroom dressers or bathroom shelves without looking out of place." Mr. Dowley, we feel, may thank, for this improvement, both the package designers who have been bringing order into package faces, and the advertisers who have realized how useless and outmoded is now the screaming salesmanship of earlier types of packages. Thanks to them we may now point to the containers, wrappings and packs of familiar products as they stand, in almost uniformly good taste, rather than having them look accusingly at us from any angle.

As the last word on gift packaging as it affects the retail store at the present time we again quote our unmentioned authority: "Our buyers feel that there are several different trends in packaging because packages are designed for different very apparent reasons. They agreed very definitely that simplicity in the design, which would lend more dignity and elegance to the article and yet not be so elaborate that the customer would feel that she was paying for the box rather than the item for Christmas is by far the best. They felt that the old-time holly wreath box is over. They think that packages should be designed so that the customer can more easily carry and handle them. Gift packages that can be easily wrapped in tissue, too, always have a better sales appeal."

Sheet fed coating machines for applying lacquers and similar materials



INVESTIGATE CHAMBERS
VARNISHING and LACQUERING MACHINES
made by
CHAMBERS BROTHERS COMPANY
52nd St. cor. Media Philadelphia, Penna.
MFGRS. OF PAPER FOLDING AND FEEDING MACHINERY

SF

CAP those leaking profits!
SAVE TIME - SAVE MONEY

Whirlwind
PORTABLE

ELECTRIC SCREW CAPPER
(Patented)

ANY CAP
ANY CONTAINER
PERFECT SEALING!
UNIFORM, AIR-TIGHT, LEAK-PROOF
VIALS, BOTTLES,
JUGS, JARS

USERS ARE CONVINCED
A FREE TRIAL WILL
CONVINCE YOU, too
Write for details

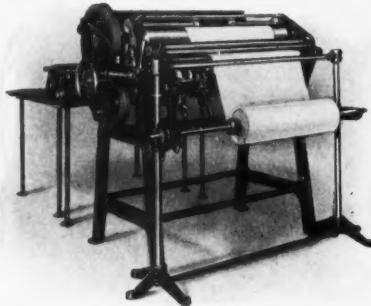
Jobbers & Agents: Some Territories Available

SCIENTIFIC
FILTER COMPANY
5 Franklin Sq. - New York, N.Y.

BECK AUTOMATIC ROLL SHEET CUTTER

For Large Rolls in Quantity Production
For Wrapping, Glassine, Waxed and Fancy Papers

Curl Remover and Cut Register Attachment
are to be had only on Beck Machines



Our DEMI SHEETER for Smaller Work
Large Output — Sheets Piled Accurately

Ask for Circulars

CHARLES BECK MACHINE COMPANY
13th & Callowhill Sts.

Philadelphia, Pa.



One good term deserves another. And by means of this display the sub- or grown-up-deb can determine which lipstick best becomes her type. Die-cut openings at the point of the lipstick, the lady's mouth and at the right of her neck show the color designated at the latter as the disk is turned. Five shades may be shown. The display was designed by the creative department of The Diamond Press, Inc., for Guerlain, Inc.

THE RIGHT ADHESIVE *by: Ad Hesive*



AD SAYS: THE right adhesive decreases production costs, improves the appearance of packages, and increases the salability of the goods. The Star line of adhesives includes adhesives used on every type of stripping and wrapping machine, case and carton sealing glues for machine and hand work, as well as ice-proof, water resisting bottle-labeling gum.

Of interest to the paper trade is our all-over design rubber roller. It is the only roller of its kind that has no seam to break out. We also manufacture rubber rollers for all gluing operations.

BINGHAM BROTHERS
COMPANY
(Founded 1849)

All Kinds of Rollers and Adhesives
406 PEARL ST., NEW YORK

ROCHESTER, N. Y.
980 Hudson Ave.

PHILADELPHIA, PA.
521 Cherry St.

BALTIMORE MD.
131 Colvin St.



PROGRESS OF THE ALL-AMERICA

(Continued from page 57) inventiveness and perfection years ahead of England, nobody will deny.

"Members of the packaging industry who have already seen the winners at *Shelf Appeal's* offices have been truly astounded at the technical versatility shown. They have commended upon the way in which thin lines are printed in white on black flint paper; the remarkable stoving of whites in tin-printing; upon the way the limitations of moulding processes have been turned to positive advantage; on the high standard attained in multi-colour printing on transpapers; on the inventiveness and practicability of new closures.

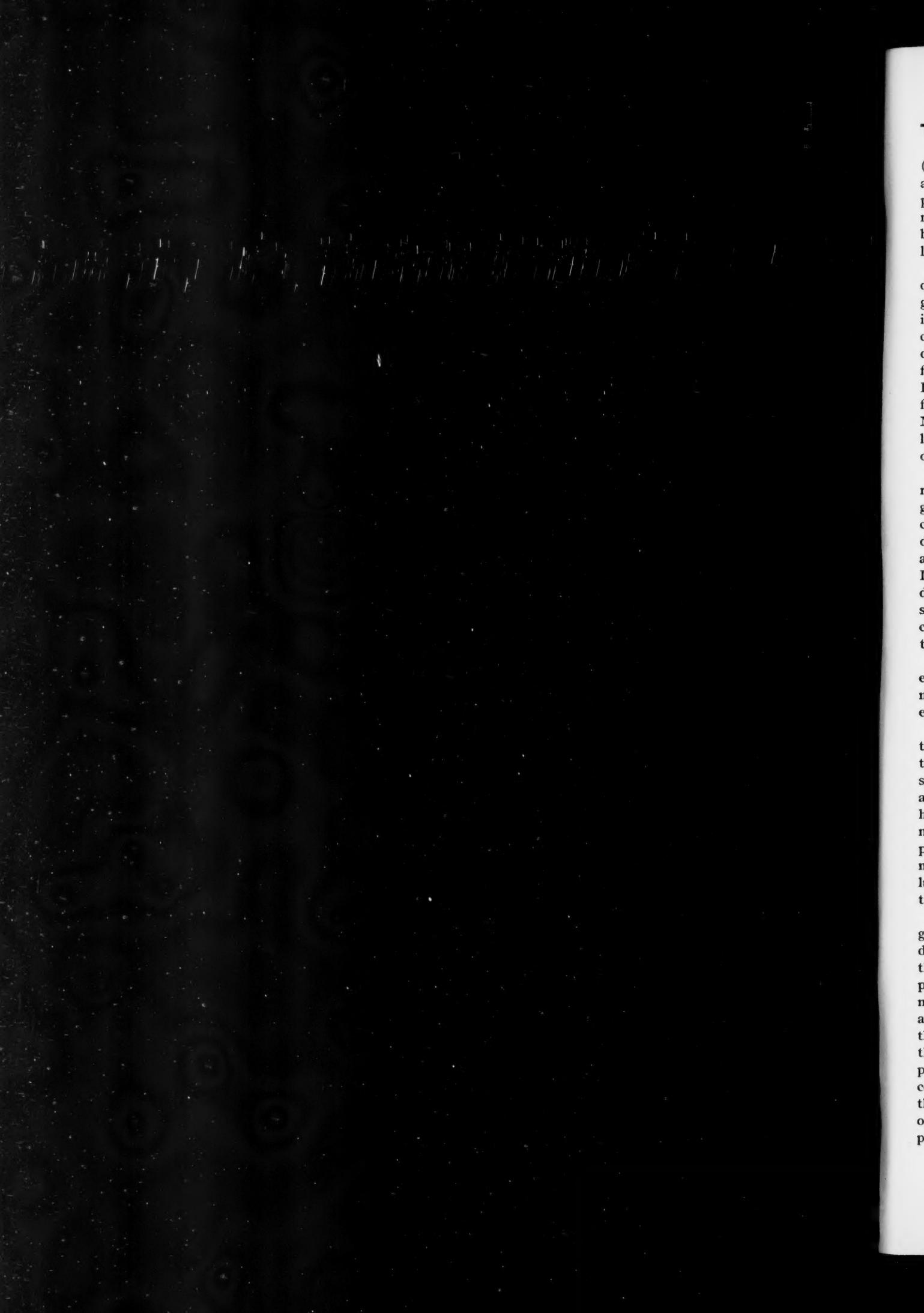
"Through the courtesy of *Modern Packaging*, *Shelf Appeal* has received practically all of the 51 winners in this competition. They contain so many points of interest, that *Shelf Appeal* feels it only fair to give manufacturers, the packaging industry and its designers a chance to see them all in the flesh. Accordingly, arrangements have been made for the entire range, together with a few other foreign packs to be exhibited from April 25th till May 9th, through the co-operation of Percy Lund Humphries & Co., Ltd., at their Exhibition Room, 12 Bedford Square, W.C. 2."

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TAKING THE PACKAGE PULSE

(Continued from page 47) third with bakery products and dried fruits taking their respective successive positions. Butter and dairy products, paper specialties, noodles and macaroni, follow in close order while the balance of the business done in printed transparent cellulose is distributed throughout the entire industrial field.

The general trend with respect to the use of colors and design is showing a large degree of constructive study given to retail and counter merchandising. Formerly it was common to see large areas given over to solid colors and with a great deal of descriptive copy. Today, color combinations run between three colors and five colors, although six colors are today easily printed. In the last year, the use of more colors, but with simplified designs, has been adopted to a very marked degree. Much care is given to the style and the layout for the lettering, so that the prominent points are brought out on the package and are visible at considerable distance.

There is a growing interest among manufacturers of retail products, in transparent cellulose ribbons, the greatest strides having been made in the bakery and confectionery industry. These ribbons are particularly desirable for use on foodstuffs, due to the fact that they are transparent and hide nothing of the product itself. In the baking industry, such ribbons are particularly desirable due to the fact that they form a positive closure on baked goods. Most soft cakes are wrapped in a cellulose film. The cake itself and the film have a tendency to shrink.

In the cosmetic field, cellulose ribbons have found an excellent acceptance with a preference for printed numbers. The best selling numbers are small new modern designs especially created for this trade.

The use of cellulose ribbon in all trades has been particularly desirable because of the ease of operation in tying and of the economy in its use. Likewise, notable strides have been made in the acceptance of such ribbon as a decorative tie on department store packages and here the printed designs of a more or less conventional nature are the most popular. Cellulose ribbon imprinted with the manufacturer's name or advertising matter serves a double purpose: it acts as a brilliant, lustrous decorative tie as well as an advertising ribbon that carries the manufacturer's message.

During the past year the textile group has shown the greatest acceptance of printed string for tying or other decorative purposes. This is due mainly to the fact that the textile industry is the one that has the greatest possible use for this product. However, the department store trade is about on a par with textile concerns as far as their interest is concerned. In this material the trend is toward the use of more and more color and the fact that one company has brought out a multicolor product shows that people are preferring the use of colors and more decoration. The greatest development that has been brought about in printed string or any other tying material is the perfection of a multicolor press which prints a tape in two, three or more colors.

A black and white photograph of a Dev Hot Meal Container. The container is cylindrical with a dark lid. To its left is a rectangular food tray divided into four compartments labeled "BREAD & CAKE", "MEAT & POTATOES", "VEGETABLE", and "HOT DRINK". Above the tray are two Bakelite molded rings and knobs. The text "BAKELITE MOLDED RINGS & KNOBS" is written next to the rings. Below the tray, the text "Containers requiring Heat Insulation" is written. To the right of the container, the text "DEV HOT MEAL CONTAINER" is written.

For the rings and knobs of the new Dev Hot Meal Container a material was required which would provide the best possible heat insulation between the inner food containers and the outer shell. Bakelite Molded proved a perfect solution to the problem providing not only heat insulation, but also handsome appearance, ease of cleaning, and mechanical accuracy.

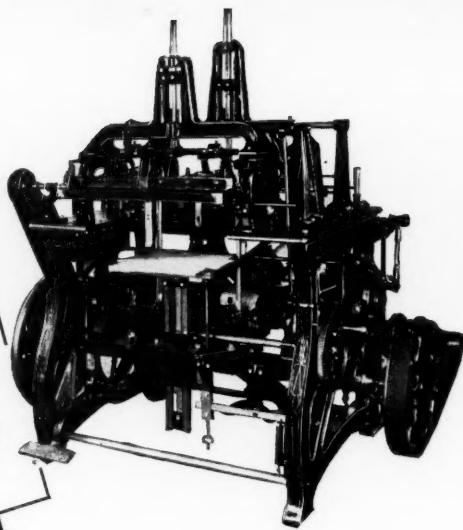
The same combination of practical molding experience and skill which produced these parts can help to solve your packaging problem. There is no obligation in submitting details to

CHICAGO MOLDED PRODUCTS CORP.
2142 Walnut St.
Chicago, Ill.

A black and white advertisement for George H. Sweetnam, Inc. The background features a repeating pattern of stylized floral or cross-like motifs. In the center, there is a large number "3" above the text "PROTECTIVE PAPERS OF THE SWEETONE LINE". Below this, a smaller text reads: "One of these products will answer your requirements for the protection of delicate merchandise. Let us send samples and prices." At the bottom, the text "GEORGE H. SWEETNAM INC." and "282-288 PORTLAND ST., CAMBRIDGE, MASS." is displayed. At the very bottom, the text "'SPECIALISTS IN THE PACKAGING FIELD'" is written.

**THE IMPROVED
BRIGHTWOOD**

*for set-up, folding box,
and carton manufacture*



**THE MOST VERSATILE BOX
MACHINE EVER MADE!**

MANUFACTURERS

OF

Brightwood Box and Carton Forming Machine
Taping Machine
Collapsing Device
Cellophane and Wax Wrapping Machine
Lining Making Machine
Net Weighing Machines ("Scott")
Gross Weighing Machines ("Bond")
Rotary Transfer Packer
Bottle Cartoning Machines
Combined Sealer
Top Sealer
Ice Cream Pail Forming Machine
Bottom Sealer

The improved Brightwood, like all machines of the U. S. Line, is planned for profitable production under all conditions. It is quickly adaptable to an infinite variety of sizes and types. It gives speedy, clean, sturdy production under the guidance of unskilled help. It produces a better box or carton at a lower cost than any other machine of its kind on the market . . . having proved its ability in thousands of installations.

U. S. Automatic Boxmaking, Weighing, Filling and Cartoning machines are available in over thirty different types, each the most modern in its class. U. S. machines are in use today, in thousands of plants, building packaging profits for manufacturers large and small, in every field of industry.

U. S. engineers can do much for you in cutting your costs and increasing your production. Call upon them for aid in solving your problems. Write today to--

NATIONAL PACKAGING MACHINERY CO.

DIVISION OF

UNITED STATES AUTOMATIC BOX MACHINERY CO., INC.

459 WATERTOWN STREET, NEWTONVILLE

BOSTON, MASS.

New York Office—30 Church Street, Room 436

London Agent—C. S. Du Mont, Ltd., Windsor House, Victoria Street, London, England

Chicago Office—53 W. Jackson Blvd., Room 447

NOTICE TO THE TRADE and users of "NATIONAL" machines—Bond Weighers, Scott Scales and Feeders, T U Transfers, Liners, Wrappers, Carton Sealers, and Cartoning Machines—bearing PACKOMATIC name plates. When servicing and repair parts are needed, contact our home or branch offices as we always have been the only manufacturer and are now the sole manufacturer and distributor of these machines. Write for our latest folder.

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ENTRANCE TO MAIN PLANT OF FORT ORANGE PAPER COMPANY

THE GATEWAY OF PROGRESS 1858 - 1935

The gateway typifies more than three-quarters of a century of improvement and growth, the solid concrete foundations go deep into the earth; upon these the building began.

The material is flint-like limestone, hammer dressed, taken from one of the original mill walls. The construction is known as "broken ashlar," or stones of squared dimensions varying in size.

When we see the pillars rising from the earth in four square form, built of these irregular stones solidly cemented together, we think of the human struggle over the years, building upward, through varying conditions,

a completed organization, strong, pleasing and, as a whole, of symmetrical design.

The tablets on the pillars, cast of bronze from accumulated machinery scrap, are designed from the ancient Fort Orange watermark.

Upon the top of each pillar there is placed a capsheaf, square and level; upon that is mounted a perfect sphere.

From there read on and on; through years beyond, of growth with greater form: and cursed be he who wrecks these spheres of solid, living stone.

FORT ORANGE PAPER COMPANY



CASTLETON ON HUDSON, N. Y.

MANUFACTURERS OF PAPERBOARD, FOLDING PAPER CARTONS AND DISPLAY CONTAINERS
NEW YORK CITY

BOSTON



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And Now—Molded Durez Boxes For POWDER

MORE
SALES
APPEAL

Here is something new in powder containers that you've been looking for. Molded Durez boxes . . . ready to do the same sales-stimulating job Durez jars have done for creams. They have the same sleek, smooth finish . . . the same lustrous beauty that have made Durez packages so successful for other products. They're rich-looking, permanent and a joy to handle. *Women like them.*

NEW MOLDED DUREZ DRUG PACKAGES

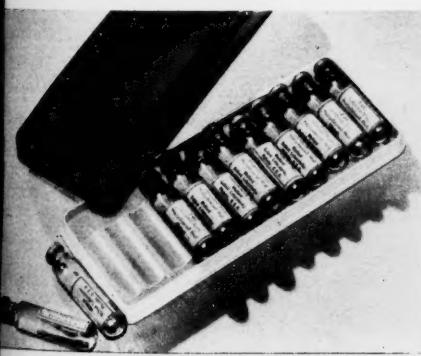
LESS
ODOR-
LOSS

Tests have shown that conventional powder boxes, even when varnished, pass air at the rate of 70 to 120 cc per three inch circle per minute. By the time the woman has

used half of the powder there isn't much fragrance left to tempt her to re-order. Durez boxes cut such odor-loss to a minimum, and stimulate re-sales.



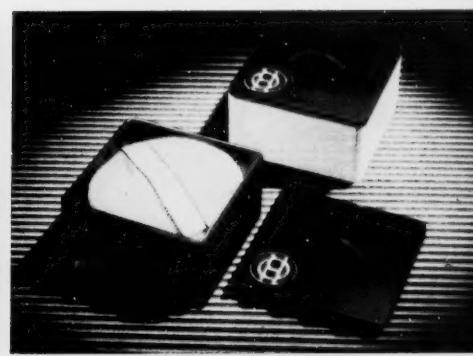
These powder boxes are molded by Arrow-Hart and Hegeman. Available in 2, 3, and 4 oz. sizes.



A new Durez vial package. The ingenious molded rack keeps each-vial in its place. The box is light, yet strong. Its professional-looking finish will never dull, chip or peel. Available in colors . . . molded of Durez by American Record Corp.



A "one-hand-operation", pocket pill package for Merck's Saccharin Tablets. Holds more tablets in less space, and opens and closes with a flick of the thumb. Its smooth Durez finish is permanent. Mack Molding Co., mold it of blue Durez.

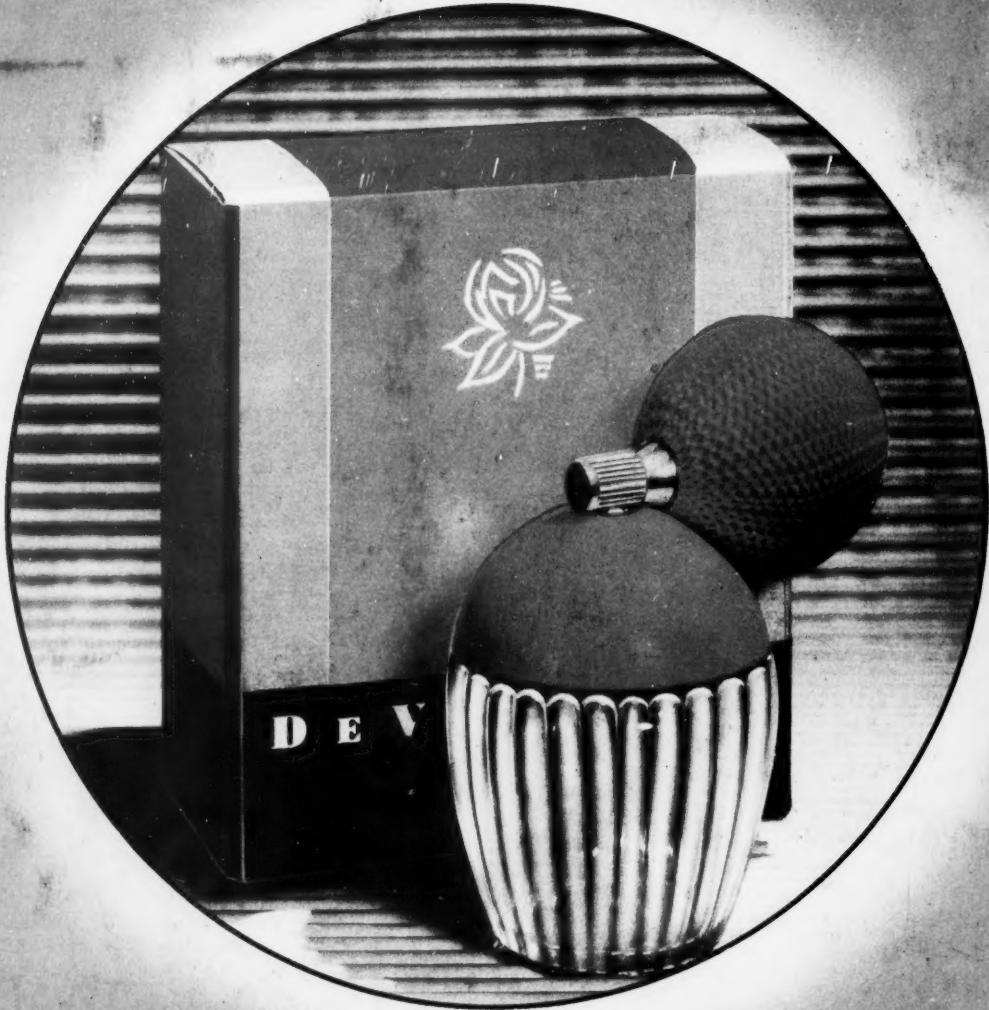


These new Durez boxes package Henry Ossman's plastic surgery powder and salve. They keep both in good condition. (Even water-base creams have come through three-year tests in perfect shape when packed in Durez jars.) Designed and engineered by Plastic Merchandisers, Inc.

For more complete information on molded Durez powder boxes and other molded packages,
write General Plastics, Inc., 305 Walck Road, North Tonawanda, N. Y.

DUREZ THE MODERN PACKAGING MATERIAL

PLASKON



TO BEAUTY • and DUTY

★ Time and again Plaskon's colorful beauty has aided a fine product to deserved success. The new DeVilbiss atomizer with its Plaskon—molded color—cap illustrates a recent instance of beauty and duty in molded packaging. Give your product the aid it needs in today's markets—give it Plaskon. Molded by Reynolds Spring Company

TOLEDO SYNTHETIC PRODUCTS, INC. · TOLEDO, OH

MOLDED COLOR